

Celebrating

women

in startups







MR VIJAY RUPANI

Hon'ble Chief Minister, Gujarat State

Gujarat has been at the forefront of working towards Hon'ble Prime Minister's 'Startup India' mission. The state government has been focussed to build a strong eco-system for nurturing innovation and startups in the state that will, in turn, contribute towards sustainable economic growth of the country.

Gujarat is first among the states to launch its own Student Start-up and Innovation Policy, to create an Innovation and Pre-incubation Ecosystem Support for Students to develop an innovation and entrepreneurial culture in the state's educational machinery and thereby be home to more young innovators and entrepreneurs.

It is a matter of pride that Gujarat emerged as the No 1 state and was designated as the 'Best Performing State' in the State Startup Rankings, by DPIIT, Government of India. This is the second consecutive time that Gujarat has transpired as the startup state in the country.

I congratulate the Education Department for the success of i-Hub that has proved to be a catalyst in inculcating entrepreneurial spirit in the youth of Gujarat. Some path-breaking initiatives like Startup Saathi, Mind to Market, Startup Goonj, Student Open Innovation Challenge have proved to be the game-changers in Gujarat's startup journey.

The recent launch of WEstart initiative under i-Hub will prove to be a revolution in fostering the brilliant women entrepreneurs of the state. I invite more and more women out there to believe in their ideas and innovations be a part of Gujarat's startup revolution.

(Vijay Rupani)





MR BHUPENDRASINH CHUDASAMA

**Hon'ble Minister, Education, Higher & Technical Education,
Government of Gujarat**

Gujarat has emerged to be one of the top performing states when it comes to providing a cohesive environment for startups. Government of Gujarat has been putting persistent efforts to develop a holistic startup ecosystem involving all possible stakeholders.

The Education Department, through its unique Student Startup and Innovation Policy has been able to create an innovation pyramid with lateral linkages as well as in-house support. The various initiatives like i-Hub, i-HubX and various flagship initiatives associated with them have fetched great success in its implementation and impact.

I am happy that encouraging young entrepreneurs and innovators from the state of Gujarat has always been the priority of the Education Department under Government of Gujarat. As a result, there has been a remarkable rise in the number of startups registered from the state, number of IPs filed and in the number of Fab labs and Incubation centres coming up in the state.

This book is a testimony of Gujarat's focus on developing an enriching Startup culture, with special boost to the Women Entrepreneurs. I congratulate all the women entrepreneurs and extend my best wishes in their success ahead.

(Bhupendrasinh Chudasama)





MS VIBHAVARI DAVE

**Hon'ble Minister of State, Women & Child Welfare,
Education (Primary & Higher Education), Government of Gujarat**

Over the years, Gujarat has evolved as a state empowered with young innovators, entrepreneurs and job creators. Harnessing this potential of its youth, Gujarat became the first state in the country to formulate and implement Student Startup and Innovation Policy in 2017. And since then, it has proved to be instrumental in building a healthy environment for the growth of startups in Gujarat.

An array of focussed initiatives undertaken by the Education Department has resulted in a giant leap in the field of student startups and innovations. More and more students from various universities, colleges and incubation centres across the state have been engaging in giving shape to their ideas and turning them into successful startups with right guidance and support system.

It is a matter of pride for me to know that with such a robust startup infrastructure set up in the state, so many young and bright women from Gujarat have become Women Entrepreneurs today. This book is a celebration of their spirit, belief and dedication to let their startups turn into successful business models. I congratulate all of them in their journey ahead!

(Vibhavari Dave)

FOREWORD



ANJU SHARMA (IAS)

Principal Secretary
Higher and Technical Education,
Education Department
Government of Gujarat



The Education Department, Government of Gujarat has been successfully harnessing the creative potential of young students across universities and educational institutions through concerted efforts. Inspired by Hon'ble Prime Minister of India, Mr Narendra Modi's call for 'Startup India', we have been consistently working towards creating an innovation-centric atmosphere in the state. Because of which, today, we have been able to establish a thriving ecosystem to empower and encourage young innovators and entrepreneurs from across the state.

Under our path-breaking Student Startup and Innovation Policy and through various flagship initiatives under i-Hub, we have achieved impressive targeted results. Over 150 institutions and universities of Gujarat have become SSIP grantees, 40 Universities have set up formal Innovation and Startup Centres and 35 more coming soon, 734 IPs have been filed, 109 Pre-Incubation Centres and 47 Fab Labs have been developed. With these milestones achieved, above 6.5 lakh students have been outreached and over Rs 18 crore funds have been extended to student startups and innovations. It is a matter of honour that maximum number of Government funded universities of Gujarat have been ranked among the top five universities as released by Atal Ranking of Institutions on Innovation Achievements (ARIIA) ranking by MHRD recently.

We have been focussed in offering cutting-edge infrastructure, agile, flexible and collaborative working spaces to motivate flow of idea through focussed mentoring, networking, customer connect, investment opportunities, support mechanisms and futuristic labs. The Education Department ensures that a 360 degree support system reaches to the remotest stakeholder for the creation of a robust decentralised facility for best possible pre-incubation, incubation and acceleration in the state.

Our recent initiative WEstart is our effort to nurture the innovation and entrepreneurial abilities of women and give them the necessary platform to rise through any challenges. I am sure that it will prove to be a game-changer in defining the future startup scenario of Gujarat. I congratulate all the Women Entrepreneurs featured in this book and also invite more and more young talent to ideate and innovate in Gujarat.

FLAGSHIP INITIATIVES

OF *i*-Hub

(A Gujarat Government Enterprise)

Startup Sathi

This program aims to scout, engage and leverage best mentors across domains and regions to help the startups.

Under Startup Sathi, a 100 Webinar series, was successfully completed wherein startups, enablers, policymakers and investors of the ecosystem from across the country directly addressed the entire Gujarat ecosystem which was broadcasted live for the larger benefit.

Startup Mart

Develop an e-commerce platform exclusively for startups to list their products resulting in collective push, creating a better marketing opportunity for startups.

Startup Samarth

A single point facility for various services like - IPR, funding, accounting, access to grants and allied auxiliary needs.

Startup Saksham

Curated program for the capacity building of various stakeholders, ecosystem enablers and startups.

Startup Clinic

Through this program, various experts/service providers will be empaneled and linked with innovators/startups for addressing specific issues of the innovators and startups.

Startup Engage

The program intends to facilitate a direct interface between startups and innovators with top level i-Hub Team and eminent experts.

Startup Samajh

Incentives to student Innovators and Startups for exposure and participation in innovation/startup related programs in national and international arena.

Startup Square

Through this program, innovators and startups can get a single-window interface to interact and co-create value with industry.

Startup Srujan

Support of INR 2 lakhs for converting startup ideas into Proof of Concepts (POC) and Minimum Viable Products (MVP).

Startup Bloom

Inculcating and promoting entrepreneurial mindset in school students.

Startup Prashansa

Benchmarks the best performing Innovators/ Startups, Institutions, Mentors, Enablers and other contributors annually so as to further evangelize the cause.

Startup Goonj

Platforms for startups to engage with relevant audiences, investors and partners, and increase their market penetration and attract investments.

Startup Grow

i-Hub will provide incubation space and allied facilities for early and growth stage startups.

Mind to Market (M2M)

Researchers, Innovators and Startups to engage through an open innovation model through which they will co-create with various corporates for creating value.

Startup Manak

Access to R&D labs, Testing Centers and expert organizations for certification to support startups in certification and validation process.

WEstart

A flagship initiative to support and encourage women entrepreneurs.

#WEstart

WEstart is a path-breaking flagship initiative of i-Hub to support and encourage Women Entrepreneurs enabling them to transform their idea into a business venture and develop an inclusive entrepreneurship ecosystem in the state.

i-Hub nurtures the innovation abilities of the women entrepreneurs, take their startup ideas ahead, track their progress, link them with suitable mentors, help them go beyond POC and enrol the best spin-offs as virtual/physical incubates at i-Hub.

To provide a comprehensive ecosystem for women entrepreneurs, i-Hub also connects to women startup centric or similar funds and develop curated programs for women-led startups and run accelerators partnering with dedicated industry/segment aimed at women startups.

i-Hub aims to recognize outstanding efforts and impacts of women startups across the state through both monetary and non-monetary awards/citations annually through SSIP Prashansa.

WE Rise

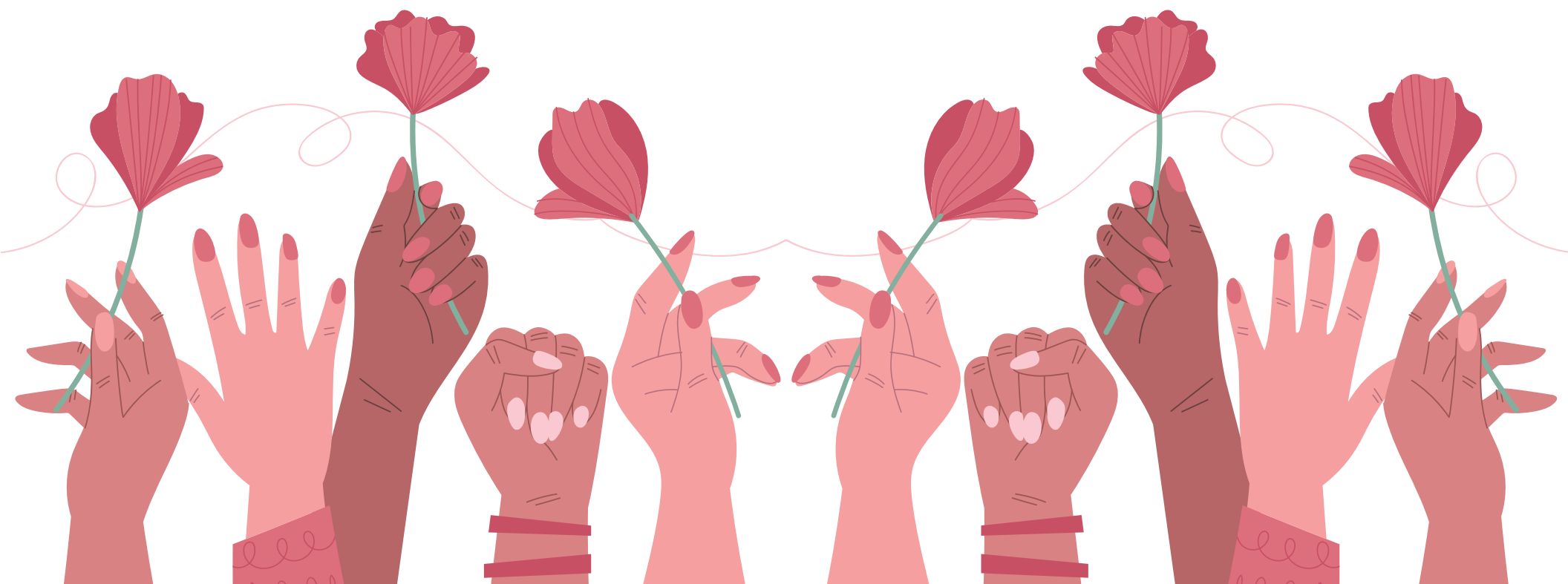
WE Shine

WE Conquer

WE

The Unstoppable

INDEX



01	THINK YOUNG ACADEMY AND EDUCATIONAL SERVICES PVT LTD
02	JUST FREIGHTS
03	SHREERANG ENTERPRISE
04	DBREATH MEDICAL DEVICES LLP
05	FUTURIZTIC
06	BIOPOT
07	SERENE DESIGN AND MARKETING PVT LTD
08	WOOHOO SCREENS LLP
09	INSITU AGRITECH SOLUTIONS
10	NIRARO
11	SUPERPARENTS
12	BI-ENERGIES
13	SAKHYA
14	VITAFALL: AN ADVANCED DIGICARE
15	ARTIST'S ADDA
16	CAREER NAKSHA
17	ECORRECT PRIVATE LIMITED
18	SCIKNOWTECH
19	NEERX TECHNOVATION PVT LTD
20	FABRICULTURE
21	TATKALORRY PRIVATE LIMITED
22	SANCTUARY INNOVATIVE SAFETY EQUIPMENT (4S SHIELD)
23	#BE THE CHANGE
24	ROLLING PLATES (FOODTECH I-CLOUD KITCHEN)
25	AGRIMONY SPIRITUAL SCIENCES & RESEARCH PVT LTD
26	GENIE FOOD GROUP
27	INFLOREN
28	STUDIO JUNE
29	GLOBALHYPE MEDIA SOLUTION
30	ACADIO
31	CHEMIBRICKS
32	LYMBEDGE LLP
33	DBELLO

34	AMBROSIA HEALTH AND NUTRITION SERVICES
35	KASPERTECH
36	LOKALEYE
37	GROWING PEOPLE
38	GEOCARTE RADAR TECHNOLOGY PVT
39	CYCLING CITIES (CROOZE APP)
40	BEBE BURP
41	THE ROUNDUMBRELLA CO
42	PROJECT HEXAGON BY TETREL INNOVATIONS LLP.
43	EASYPUJA
44	SEATIZEN
45	AMOUNEE HANDLOOM VENTURE PVT LTD
46	GROWTH BOOK APP
47	PAW AMBULO
48	WASTEFULL INSIGHTS
49	VIBES GOOD
50	RASANEX
51	NIRMISU DESIGN STUDIO LLP
52	MEDGURU DIGITAL LEARNING
53	LLP ORENA SOLUTIONS PVT. LTD.
54	INDIAPACK
55	AAROGYA E CARE
56	ARKON COMPOSITES.COM
57	WELL FOUNDED HEALTHCARE (OPC) PRIVATE LIMITED
58	ACHUK ENVIRONMENTAL SOLUTIONS PVT LTD
59	VATSALYA
60	NUTRITION DYNAMIC FOODS LLP
61	PARAVENT APPARELS
62	ALGALLIO BIOTECH PRIVATE LIMITED
63	NUTRIBUD FOODS PRIVATE LIMITED
64	DIGIEN INFOSOFT LLP
65	AI DIAGNOSIS
66	SARAUSI LIFESTYLE PVT. LTD.



THINK YOUNG ACADEMY AND EDUCATIONAL SERVICES PVT LTD



www.thinkyouth.in

Founder

Kriya Doshi

Institute

Indian School of Management
& Entrepreneurship

Incubator

GTU Innovation Council (GIC)

Sector

Education

India of 21st century needs more job creators than job seekers, and inculcating entrepreneurial streak among children is now crucial for Indian Education System. This revolutionizing thought struck Kriya Doshi hard, and as she set out to put her thoughts into action, she launched her dream - Think Young Academy and Educational Services Pvt Ltd.

Launched in 2018, Think Young Academy and Educational Services Pvt. Ltd. (operational at Surat and Mumbai) became a private limited company within a year.

Kriya shares, "Think Young is an Entrepreneurship and Leadership Academy for students aged 11 and beyond. Our courses and workshops allow a child to develop entrepreneurial mindset and essential 21st century skills through our hands-on training modules. The participants create their own start-up throughout the whole course/workshop. Think Young has successfully trained 1000+ students and nurtured 45+ student startups since Dec. 2018."

Kriya always wanted to make an impact. She believes: "Our entrepreneurial ventures should contribute to the world and our economy socially and economically."





JUST FREIGHTS

Founder

Vaidehi Mankad

Institute

Indira Gandhi National Open University (IGNOU)

Incubator

GUSEC

Sector

Logistics

Cold sweat sending chills at the thought of transporting goods? Now, bid goodbye to thousands of emails and phone calls, manage and carry your office anywhere with you while vacationing and let Just Freights handle your burden. Don't fret, Just Freights is there to ease you of your burden.

Just Freights solves day-to-day problems of Freight Forwarders, Transporters and Custom House Agents. It is an all-in-one customer engagement, marketing automation, and operation management platform that delivers personalized experience to customers across all stages of their booking. Just Freights is a startup based out of Mahua and took off in 2017.

On why she decided to jump into the fray of Logistics market, Vaidehi explains: "The industry of logistics is decentralised. There is no proper management of booking history and KYC. We are trying to address all these issues to make the process centralised and more transparent through use of technology."

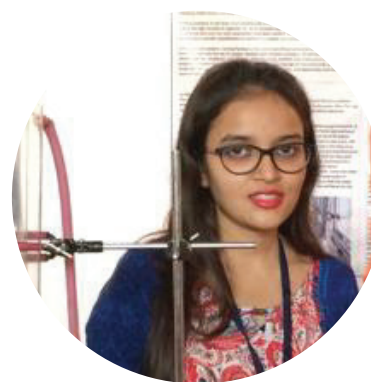
As her message to women entrepreneurs, she says: "There are many challenges as a female entrepreneur, specifically in logistics sector, and sales being one of them." It was Vaidehi's determination that made up for her lack of practical knowledge of this majorly male-dominated trade.



www.justfreights.com



SHREE RANG ENTERPRISE



Founder

Anjali Tarunkumar Patel

Institute

Pacific School Of Engineering

Incubator

GTU Innovation Council (GIC)

Sector

Clean Tech, Environment

Be it services or products, green holds the future. With this notion in mind, chemical engineer Anjali Patel concentrated on her pre-final year project – Biodiesel Manufacturing from various types refinery waste – not just as a devoted student but as an entrepreneur, and took a giant leap by unveiling her startup – Shree Rang Enterprise – in 2018 at Surat.

Shree Rang Enterprise manufactures biodiesel from various types of refinery waste. “Biodiesel is a green fuel product which works as a substitute of conventional diesel in diesel engines. It can be used in all types of diesel engines without any further modification,” says Anjali.

Since the sources of biodiesel are completely renewable, there’s no pollution and no SOx & NOx content is separated. Thus, use of biodiesel helps save our environment and we can contribute towards making our country green. Biodiesel is not just eco-friendly but also cost-effective as it is significantly cheaper than diesel. Currently, Shree Rang Enterprise are supplying Biodiesel to biodiesel fuel outlet pumps in Gujarat, Maharashtra and Uttar Pradesh.

Anjali shares, “Our product has been tested in government-approved fuel testing lab and labelled as B100 – Biodiesel which can directly be used in diesel engines vehicles. We have developed the pilot plant and we are manufacturing Biodiesel there.”





DBREATH MEDICAL DEVICES LLP

Do you know India has the highest number of COPD patients and due to non-availability of medical facilities, 81% of COPD patients remain undiagnosed in India? And this leads to increased death rate of COPD patients. Also, the devices available for diagnosis are too costly and require trained personnel to operate them.

Siddhi Vora, a mechanical engineer in Biomedical Engineering, made concerted effort to address this problem and thus developed an easy-to-operate portable device, cutting down the price by 1/3.

DBreath Medical Devices LLP is a developer and manufacturer of healthcare products. It works on an innovative technology to provide Diagnostic and Therapeutic solution for respiratory problems. To address the issues of growing numbers of COPD, Asthma patients and a large undiagnosed population, their product SpiroPlus helps lung function testing closer to the point of care. The best part is that it can easily be used by anyone at home.

Siddhi's startup was rolled out in 2018 out of Ahmedabad.

Siddhi's key message to women entrepreneurs: "When you start something new, the ecosystem doesn't accept you easily, people say no. You have to keep faith in yourself and your idea. If you are strong, focused and passionate about what you want to do, everything falls into place."

Founder

Siddhi Vora

Institute

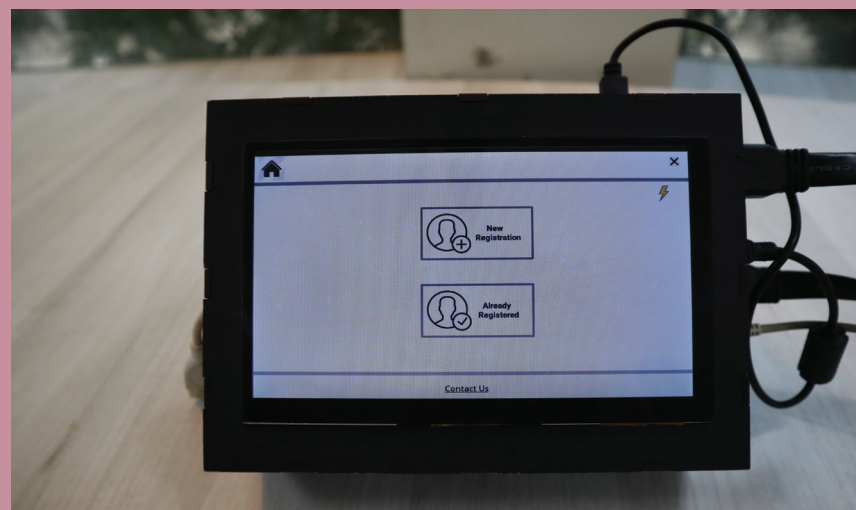
Government Engineering College, Gandhinagar

Incubator

GUSEC

Sector

Health Tech



www.dbreath.in



FUTURIZTIC



www.futuriztic.com

Founder

Radhika Patel

Institute

Ahmedabad Institute of Technology

Incubator

GUSEC

Sector

IoT

Automation solutions from 1st world countries have flooded Indian market but the imported solutions are 'over-engineered' to suit Indians' basic requirements. Thus, sensing an opportunity, electrical engineer Radhika Patel thought of devising locally-developed economic home automation solutions that deftly fulfils local needs. Her endeavours led to the emergence of Futuriztic - her startup launched in 2017 in Ahmedabad.

Futuriztic focuses on designing and developing low-cost home automation solutions that are explicitly made in India.

Radhika, an electrical engineer with Masters in Sustainable Energy Technologies, is a self-proclaimed 'energy conservator'. "I would never leave a room without turning off the lights. And as India is getting digitized, it is important to introduce such energy saving automation solutions so that people can start scheduling their electrical loads - be it in their homes, offices or factories." she adds.

To what would be her advice to women entrepreneurs, Radhika says:

"Struggle is as REAL as it can be, but now is a great time for women entrepreneurs to take the leap as they will get good support from the community and the government that are introducing many channels to support, encourage and fund women entrepreneurs!"



BIOPOT



Founder

Nidhi Jha

Co-Founder

Rani Chauhan

Institute

President Science College

Incubator

AIC-GUSEC

Sector

Agriculture

Agrowaste and chemical fertilizers both are major agricultural problems which directly affect human health and environment. Proper recycling of agrowaste in an environment-friendly manner is the need of the hour.

BioPot is a biodegradable pot, which is made of agrowaste like sugarcane, cow dung, coconut husk, by-products of wheat, rice, millets, etc. BioPot contains lyophilized microbes which enhance soil fertility and improve plant immunity by inhibiting growth of plant pathogens. It also contains plant-based product which provide plant growth promoters, proteins, amino acid and seaweed extract which enhance growth of plant. BioPot is made of agrowaste which are porous in nature so it enhances the aeration in soil which is very important for soil fertility and root growth. It also has water retention capacity which reduces the need of water.

Nidhi shares, "We started with one cowshed near Kadi. We recycled over 200 kg. agrowaste to valuable and eco-friendly products. We have contributed in reducing 30% use of chemical fertilizers, chemical fungicides and pesticides."



Celebrating
women
in startups

SERENE DESIGN AND MARKETING PVT LTD



www.serenedesign.org

Founder

Pushplata Swarnkar

Co-Founder

Shakuntala Marndi

Institute

National Institute of Design

Sector

Marketing

Although India figures among the topmost developing nations of the world, its millions of tribal artisans still struggle to make their ends meet in spite of having enormous talent. There is a strong need to create local source of income to improve their lives.

Pushplata, a design graduate from National Institute of Design (NID) with specialization in Industrial Design (Ceramic and Glass Design), left her job and founded Serene Design and Marketing Pvt. Ltd. in 2016 with her strong belief in applying ethnography, systems thinking and human-centered design to create products and services.

Serene is a design-driven sustainable social enterprise dedicated solely to improving lives of tribal/rural artisans. Its mission is to enable "the tribal artisans lead empowered lives" and to create equal opportunities for the people at the bottom of the pyramid to bring socio-economic equality for a better world. Serene works in areas such as design support to tribal artisans in their own craft to enable them to come up with market-based products, branding and business support to add value to these products and market linkages via digital and high value channels (like real estate, exclusive art and craft outlets). These combined efforts result in more revenue and empowered lives of the artisans.





WOOHOO SCREENS LLP

Out of Home (OOH) Advertising is an unorganized industry in India as of now. Also, high usage of non-biodegradable flex banners for advertising is creating an adverse impact on environment. WooHoo Screens LLP, a Digital Out of Home (DOOH) advertising media is the first step towards making outdoor advertising industry more organized with centrally connected eco-friendly digital screens for advertising solutions. WooHoo Screens is working to bring digital revolution in outdoor advertising industry in Gujarat.

WooHoo Screens is a place-based Digital Out of Home (DOOH) advertising medium covering hyperlocal audience with highest dwell time at the lowest price. It is the only out-of-home advertising company having their own anchor, WooHoo Jockey, for physical brand activation at WooHoo locations. Also, it ensures high footfalls that enables the location owners to monetize the spaces for generating additional revenues.

“We have 300+ screens in Surat, Ahmedabad, Vadodara and Morbi in Gujarat and have been delivering ads to 1 Cr+ people daily, serving 600+ customers with 60:40 ratio of national:local brands.”, shares Surbhi. WooHoo Screens offers least turnaround time, high flexibility along with brighter and better quality screens at cost-effective rates to its advertisers.

Founder

Surbhi Saxena Madhwani

Institute

IIM Bangalore

Incubator

GUSEC

Sector

Advertisement, Marketing



www.woohoscreens.com



INSITU AGRITECH SOLUTIONS



Founder

Anjali Garg

Institute

St. Xavier's College, Ahmedabad

Incubator

GUSEC

Sector

Agritech

Agriculture accounts to 58% of India's GDP, but the innovation factor in this field is very limited. With the motive of No water, No soil, No sunlight and Minimum Human Intervention, InSitu Agritech Solutions is an Agritech startup which has the potential to revolutionize traditional farming practices.

It attempts to reduce dependency on natural resources and develop alternate systems to suffice human requirements. It focuses on Soil-less and Water-less farming, Plant Tissue Culture based finished products and Micro-Virology farming with products in multi-factorial areas (beauty products, food products etc.). This concept has the potential to nurture tech-based solution to traditional farming, innovative bio-product manufacturing, space-free cultivation, reuse of by-products, etc.

This in turn helps in mitigating environmental dependencies, seasonal farming limitation, control microbial contamination in plant vegetation, decreasing harvest time and increasing the crop production at exponential rate.

As her message to women entrepreneurs, Anjali shares, "Women are considered to be blessed with the ability to multitask. Hence, realising the true potential and taking the step to start the journey is very important. Believe in self and just do it!"





NIRARO

Founder

Vineeta Gadhavi

Institute

Shree Dhanvantary Pharmacy College

Incubator

GUSEC

Sector

Health care

The allopathic medicines available for Diabetes and other diseases mainly suppresses the symptoms while the root cause is not addressed. Niraro targets the root cause of a problem i.e. damaged pancreas in Diabetes. Niraro is a herbal innovated formulation brand.

Under this, the first formulation is an antidiabetic drug (Dianir). Dianir activates pancreas to boost the natural insulin production and by this way it metabolizes the sugar intake of food. With this, the patients get relieved from allopathic insulin injections and tablets within a short span of time and it produces positive effect on type 1 as well as type 2 Diabetes. There are other 3 formulations also worked upon for Anti-thyroid, UTI and Anaemia. Niraro promises no side effects, high efficiency and better taste.

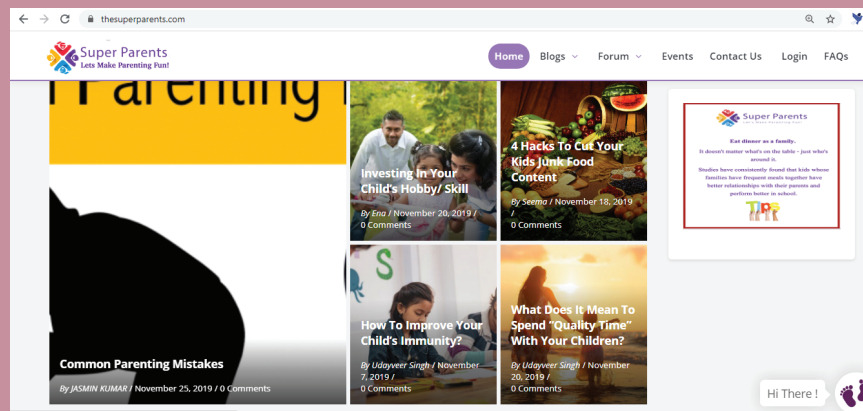
With the degree of M. Pharm, Vineeta worked in Pharma industry for 3 years. She has a family history of Diabetes and so she simultaneously began her research on the disease. She shares, "Women have got all the powers within to achieve anything and balance personal and professional lives. It just needs a little more courage to follow your dreams."



www.niraro.com



SUPERPARENTS



Founder

Seema Bhattacharjee

Institute

B.M.S. College of Engineering

Incubator

GUSEC

Sector

SaaS

A brainchild of Seema, SuperParents is an online parenting community portal – a go-to for parents seeking any kind of information, be it good paediatrician or best school in the vicinity. Nine years of shining stint as an IT analyst at TCS on 35-year-old Seema Bhattacharjee’s resume would leave many impressed but her newest venture – SuperParents – has been garnering heartfelt thanks from thousands of parents and more.

Launched in 2019, the startup is based out of Gandhinagar with its five-member team.

Access to relevant information is one of the biggest barriers parents have been facing today. With her first-hand experience while raising her daughter, Seema initially started with blogs and then thought of setting up this online portal that would cater to queries of parents by providing relevant information.

On the challenges of being a mother and a woman entrepreneur, she says: “Women are wired to shoulder more responsibilities. While raising kid and looking after family, I am managing the professional front as well like millions of other business women,” adds the engineer-cum-businesswoman.





BI-ENERGIES

Founder

Sejal Mishra

Institute

Dr. S & S S Ghandhy, GEC Surat

Sector

Clean Tech, Environment

Biogas plants running on cow dung or manure is essentially a rural thing. But the once predominantly village feature is now set to take the city by storm in its urban avatar in the form of Bi-Energies. Invented to suit city needs, Bi-Energies runs on food waste and leftovers and thus divest city of grappling issue of waste disposal to a great extent.

A brainchild of Sejal Mishra, a mechanical engineer, Bi-Energies was launched in 2018. A compact biogas plant has been developed which uses waste food rather than dung/manure as feedstock to supply biogas for cooking. The plant is sufficiently compact to be used by urban households, and currently it is in use at urban and rural households alike. A small-scale plant is already installed in Gujarat. The design and development of this is simple yet powerful.

On women's entrepreneurial zeal, Sejal says: "Being a woman, we have more power. Along with being good home-makers we surely can handle business at its best."



SAKHYA



Co-Founder

Prapti Desai

Co-Founder

Twisha Bardolia

Institute

Auro University, Surat

Sector

Food

If one is hell bent on contributing to a cause, the solution can be found, even in the dust bin. Well, this was literally the case with Prapti Desai & Twisha Bardolia. The duo thought of an idea: making something edible out of thrown away waste! Their deliberations led to the emergence of Sakhya — a startup launched in 2019, that makes candies made from orange peels.

“Orange skin is usually found in bins despite the fact that they are rich in fiber, vitamin C, folate, vitamin B6, calcium and other essential nutrients. The skin of the orange contains polyphenols that protects against several diseases. It also has anti-cancerous and anti-inflammatory properties that boost immunity,”

Prapti, a second year BSc student in Hospitality Management, enumerates goodness of orange peel. The main machineries used for the fruit candy is tray drying. They came up with the idea of using orange peel to make yummy candy which can taste more than normal orange peel when grated and consumed directly. It is an easy and convenient process which takes only 1 day of soaking and 3 hours of drying. With an equipment of 50Kg drying capacity, they are equipped to make 50Kg candies per day.





VITAFALL: AN ADVANCED DIGICARE

The biggest challenge in this technologically advanced society is the improvement in the health of aging individuals and specially-abled. The leading cause of significant injuries and early death in the aged is due to unattended falling.

This led to the motivation behind the startup VitaFALL that aims at helping aged people, specially-abled and the needy by monitoring their vital signs and fall prediction/detection.

In most of the devices and innovations, the fall detection technique is only based on gyroscope or tri-accelerometer or tilt sensor, so there is a very high possibility of generation of false fall alarms as there is no vitals observation analysis simultaneously. If such problems arise, then the doctors' and patients' acceptance rate for fall detector will decrease. So, to overcome this problem, a more appropriate approach, presented by this innovation, is a multi-threshold based algorithm NXTGeUH that was implemented for fall detection and vital signs monitoring. NXTGeUH gives superior performances, which leads to 96.43% accuracy.

A very economically priced, camera-based VitaFALL is a wearable device that monitors vital signs and acceleration of patients/elderly. The device has features like GSM/GPRS web-based real-time alert to doctors and caregivers, GPS Tracking and camera-based solution with water-resistance technology. It delivers high accuracy in fall alert and genuine alarm triggering that can effectively minimize the deaths due to falls.

Co-Founder

Monal Patel

Co-Founder

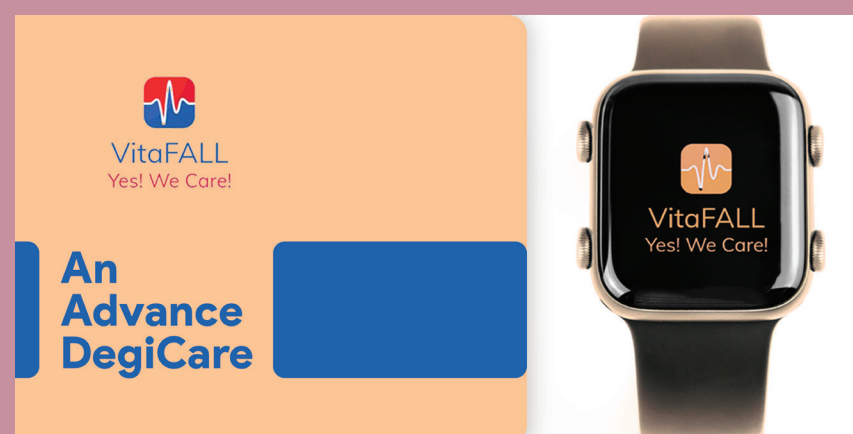
Warish Patel

Institute

Maharaja Sayajirao University of Baroda

Sector

Health & Wellness



ARTIST'S ADDA



Founder

Vihasi Shah

Co-Founder

Akash Bhayani

Institute

Gujarat National Law University

Incubator

Gujarat National Law University

Sector

Art

Artist's Adda is a platform for promotion of art and artists across the country. It functions online as well as offline, which enables the artists to express their talent of writing, painting, music and other forms of different arts. This platform acts as the bridge between art creation and art expression.

There is an online platform in the form of website which is linked up with its separate social media pages. Various submissions from the artists from across the country are accepted and through filtered process they are displayed on the online portal. Various events to express the art and to promote the artists are organized time to time and various artists are invited to express their interests.

In the span of one year of its existence, this startup has been able to promote more than 300 artists online, given a chance to more than 80 artists to perform in open mic events, gathered database of more than 1000 artists and gained more than 25,000 followers. They have also conducted 5 Open Mic events offline as well as 5 online Art Competitions.





CAREER NAKSHA

More than 30% students in India today join the wrong career stream, get influenced by peers and parents to take up non-relevant degree, college or career path which is not based on personal assessment or expert help leading to frustration, low self-confidence, unwanted behaviours, pressure to perform etc. CareerNaksha is a startup that aims at providing personalized, research-driven, expert career guidance utilizing psychometrics and connecting with the right career mentor instantly.

CareerNaksha is an ed-tech startup based out of Vadodara, Gujarat, (incubated at MS University, Baroda) run by alumni from IITs, IIMs, IIMC, NITs & MSU along with world's leading career psychologists, HR professionals and industry experts. CareerNaksha provides modern, personalized, data-driven, psychometrics-based career counselling and development platform to school and college students, graduates and early professionals. They also conduct hands-on workshops and seminars for students to prepare for market skills.

CareerNaksha's machine learning based personality assessment is mapped to specific field & career based on 5-Dimensions: interest, behaviour, aptitude, skills and work styles. The test is scientific, statistically proven, tested on more than 1 million (10 lakh) students, based on O*NET framework (used by US Labour Department), research based (paper published in international journal) and with very high accuracy.

Founder

Ruma Varshney

Co-Founder

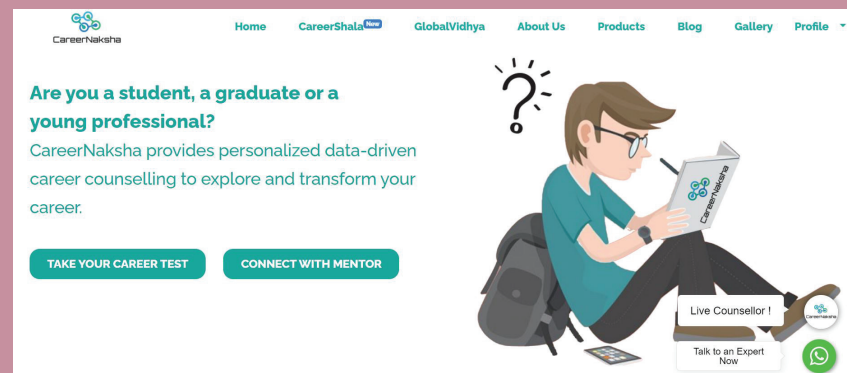
Nimish Gopal

Institute

Maharaja Sayajirao University of Baroda

Sector

Education



ECORRECT PRIVATE LIMITED



www.ecorrect.in

Founder

Bindi Patel

Co-Founder

Rahulkumar Katara

Institute

Gujarat University

Incubator

GUSEC

Sector

Manufacturing

Our lives revolve around the consumption of plastic. And plastic pollution is one of the most alarming challenges that we are facing today. It is leading our earth towards global warming and climate change. ECORRECT simply means Ecologically Correct choice. It is an eco-friendly startup that offers us a better replacement of plastic, Bioplastic.

Nature produces some of the strong biopolymers which have very impressive properties. We can modify it according to our use in our daily routine. Bioplastic is a plastic-like product, however it's quite different from normal plastic in its source and its degradability. Bioplastic is made up of plant-based materials. It is biologically degradable in soil as well as in water. Bioplastics have very much similar properties to normal synthetic plastic including transparency, mechanical strength, texture, colour etc. It is prepared with less time consuming and less energy consuming procedure through same traditional plastic machines. It contains no harmful chemicals like phthalates and bisphenol A, which are harmful to living organisms. It can be modified with fragrance, colour and shapes according to the purpose of its use. Various products like carry bags, disposable items and single use products can be prepared from the bioplastic pellets.

"Initially it was hard to prepare bioplastic but our constant belief in ourselves and positivity motivated us to explore more. With each trial we either succeeded or we learnt from the failure", shares Bindi.



Celebrating
women
in startups



For teaching Science and Math in Indian context, there are either typical tuition classes where the delivery is in form of mugged up learning or there are handful of institutes like Science centers which are only experimental. The problem is that there is no one connecting the dots between the two.

SciKnowTech is a startup that combines theoretical base with experiential part of it, through which the subjects become likable to the children that is followed by better grades. It functions in different modules like Year Long Programme, Workshops, CSR initiatives, Teacher's Training, Online Programmes and Online Birthday Parties.

It is a break-through in experiential science learning and thus exposing children to various aspects using multiple language of learning like audio-visual, experiments, hands-on experiments, model making, relevant craft activity, field trip, expert's intervention, and story-telling. The idea is to spread research attitude and aptitude in children, forming better Indian society.

Megha defines, "SciKnowTech is an attempt to move delivery of rote-learning to likable application-based learning, but backed up by solid theoretical base."

SCIKNOWTECH

Founder

Dr. Megha Bhatt

Co-Founder

Dr. Saleel Bhatt

Institute

Hemchandracharya North Gujarat University, Patan

Incubator

GUSEC

Sector

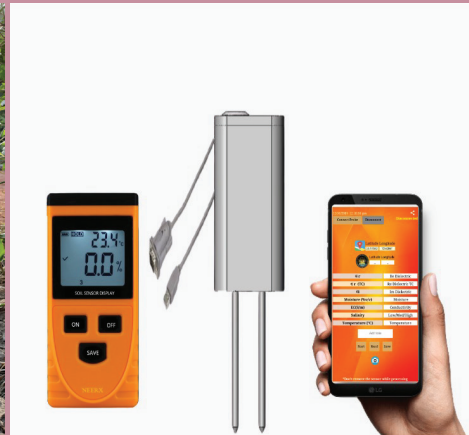
Education



www.sciknowtech.com



NEERX TECHNOVATION PVT LTD



www.neerx.in

The farmers of India remain in extreme dilemmas while tackling crop growth. There is a lot of chemical and biological activity occurring above and below the soil which is unseen and unheard. India's farm resources like land, water and soil are highly stressed and more than half of the country faces water stresses with withdrawals at 40-80% of supply. On the other side, 20-30% of all nutrients, nitrogen being most mobile, is lost by over irrigation. Farmers and their agri-partners aspire to reduce guesswork, structure crop cycle through proper planning and forecast needs via actionable insight.

Founder

Nikita Tiwari

Co-Founder

Harsh Agrawal

Institute

National Institute of Technology Raipur

Sector

Agriculture, Manufacturing

Neerx Technovation Pvt. Ltd. has a vision to help mitigate climate risk and crop management challenges to improve productivity and reduce agri-input cost through intelligent agri IoT platform that can easily address problems like water scarcity, salinity management, crop growth and pest management. Nikita shares, "We saw a gap between agritech research and market. While working on our innovation we figured out feasibility and viability aspects in agritech sector to sustain ourselves in future."

SHOOL, a product of NEERX, has provided an alternative to costly foreign-based solutions whereby the cost to consumer is less than 70% of foreign and Indian counterparts. SHOOL is cost effective and can support farmer income by 1.5x in the first year of purchase.





FABRICULTURE

Founder

Aashita Khandelwal

Institute

Xavier's Institute Of Communication, Mumbai

Incubator

GUSEC

Sector

Fashion

Currently, the fabric procurement sector in the fashion industry is highly fragmented. In order for a fashion designer to procure different kinds of fabrics, they have to scout through multiple vendors including retailers, distributors and weavers, which is a highly painstaking process. In addition, the continuously changing trends in the fashion sector make it even harder to get the right fabric on time.

Fabriculture is a one-stop omni channel platform for designers, students and fashion/lifestyle enthusiasts to source all their fabric requirements from one roof. Fabriculture is an idea, founded upon the principles of building ethical and socially responsible fabric brand for the nation.

Aashita shares, "We strive to deliver some of the finest fabric at reasonable prices while ensuring that no one in the entire value chain gets exploited and is paid fairly."

With a deep-rooted knowledge of the fabric industry, at Fabriculture, fabrics are sourced from some of the most skilled and seasoned weavers from major hubs like Jaipur, Banaras, Surat, Bangalore, Hyderabad and many more. A wide variety of dress materials including embroidered fabrics, cotton fabrics, printed fabric, digital fabrics, silk, specialized silk such as banarasi brocade, chiffon, brasso and many more are made available, along with customized services such as custom embroidery or printing.



www.fabriculture.in



TATKALORRY PRIVATE LIMITED



www.tatkalorry.com

Founder

Nikita Maheshwari

Co-Founder

Shikhar Maheshwari

Institute

Entrepreneurship Development
Institute of India

Sector

Logistics

Logistics and supply chain management industry in India is highly labour intensive. It employs several labourers. However, these labourers tend to be exploited in terms of minimum wages. There is a need for a robust supply chain and logistics management in several sectors like agricultural, core manufacturing and multi-brand retailing sectors. Logistical costs have been extremely volatile. Further, ineffective supply chain management leads to unavoidable price rises and thereby contributes largely to the inflationary trend of the economy being the single-largest indirect costing factor to the ultimate consumer.

Tatkalorry Private Limited is a niche logistics and supply chain management company operating primarily in the ceramics and construction material industry, committed to providing effective logistical support to a largely unorganized sector. It comes with the unique idea of providing supply chain management services in fragile but heavy industries. "The ways in which we ensure it is to work from ground up. We pay attention to the welfare of our labourers, drivers and other vulnerable stakeholders who in turn care for our clients", shares Nikita.





SANCTUARY INNOVATIVE SAFETY EQUIPMENT (4S SHIELD)

In post-COVID scenario, a variety of masks are available in the present market that covers nose and mouth. As per research there are mainly four entry points from where virus activate in human body, like eyes, nose, ears and mouth. 4S SHIELD under Sanctuary Innovative Safety Equipment took birth as an answer to address this need.

It is a new innovative design which covers all four sensory organs. This startup currently manufactures and sells Nanofibre based virus protective sustainable 4S SHIELD. It is the first of its kind company in India, providing so far highest efficiency i.e. 99% and protection to all sensory organs in the current market. Furthermore, the company aims to venture out to make products with innovative designs of safety equipments utilized in Pharma as well as Manufacturing industries. 4S SHIELD gives assurance of covering all entry points of human body with more filtration capacity than N95. It provides protection against virus, bacteria, pollen and dust.

About the journey so far, Hetika says, "The doctors and paramedical staff is happy with our product and they are using till date. We have also started supplying to industries, we are working on the sector-specific changes suggested by them."

Founder

Hetika Shah

Institute

Entrepreneurship Development Institute of India

Incubator

CRADLE, Entrepreneurship Development Institute of India

Sector

Health & Wellness, Manufacturing



www.4sshield.com



#BE THE CHANGE



Founder

Niyati Mehta

Co-Founders

Rajal Mehta, Foram Mehta

Institute

University of Leeds, United Kingdom

Sector

Consulting, Education, Health & Wellness, Logistics, Manufacturing

The biggest challenge for India is to expand pre-school education access to even more children, and crucially to lift the quality of education offered at pre-schools. There is still a substantial number of children who are not enrolled in Anganwadis in rural India. Another biggest challenge is the huge dropout ratio for later years of education. There is a lack of trained and self-motivated staff at Anganwadi centers and also the need for evaluation and monitoring of these centres.

#BeTheChange is a team of women ideapreneurs who strive to change the face of urban India through curating creative models for education and health. The vision is to be a facilitator for the government and its policies for the sustainable development of the society at large. The startup has initiated first of its kind innovative projects in education and healthcare, created and implemented on pillars of sustainability, inclusivity, digitization, skill development and incubation.

This startup functions through creating well-researched sustainable education models like i-SEE, ECCE and STEM learning. These models have proved to be an all-round success by not only increasing student retention and teacher empowerment ratio but also by increasing student participation in activities that foster overall development of a child.





ROLLING PLATES (FOODTECH I-CLOUD KITCHEN)

Rolling Plates is a foodtech startup that specializes in cloud kitchen based virtual restaurant brands. It all started with a random thought of glorifying authentic dishes and its taste, and the idea was to build a Biryani brand that represents the true essence of a city and its culture. After two years of deliberate research and trying every Biryani available around - from the street vendors to the branded ones, the startup zeroed in on the taste that they wanted.

Narrating the startup journey, Falaknaz shares, “We personally believed that the taste of this local authentic dum biryani available in the Ahmedabad city outclassed every other Biryani variant served across India and it has the potential to become a bigger brand than that of our competitors.” Finally, they launched the brand Ahmedabadi Biryani in the year 2018, and as expected the local market responded well, and within 3 months they crossed 300 deliveries a day mark with just two variants of Biryanis in the menu.

Founder

Falaknaz Sheikh

Co-Founder

Shihab Sheikh

Institute

Gujarat University

Sector

Foodtech

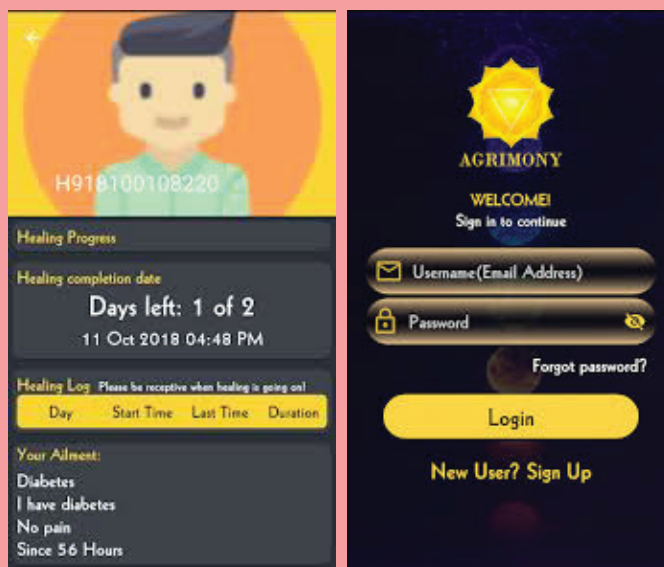


www.rollingplates.in



Celebrating
women
in startups

AGRIMONY SPIRITUAL SCIENCES & RESEARCH PVT LTD



www.worldofhealers.com

Founder

Aishwarya A. Jain

Co-Founder

Rajeshwari Jain

Institute

Gujarat University

Incubator

GUSEC

Sector

Health & Wellness

The root cause of stress and anxiety is not targeted by anti-depressants as they merely moderate the hormones or the temporary symptoms. This disturbs the body's natural mechanism. Psychosomatic Diseases refer to the emotional cause of a physical disease. When stress is caused by a physical headache and patient consumes pain killers that does not cater to the root cause that is stress induced.

Agrimony Spiritual Sciences & Research Pvt. Ltd. strives to conduct mental health awareness seminars to enlighten the audience about medicine-less treatments as well as free healing sessions for underprivileged children. The vision of Agrimony Spiritual is to provide medicine-less treatment to eradicate stress, anxiety and depression in the young Indians such that to activate the natural healing mechanism of their bodies.

This medicine-less treatment utilises the ancient Indian cosmic science of chakra and aura cleansing based on the principle of physics that energy cannot be created or destroyed, it can only be transferred. It does not involve the usage of any chemicals and renders therapy directly on the Body, Mind and Soul through Energy Centres known as Chakras that govern the biological, emotional and mental functions of the body. It also provides Distance Therapy where the seeker may not necessarily be physically present.



Celebrating
women
in startups



GENIE FOOD GROUP

Genie Food Group is a processed food production company based out of Ahmedabad, India. The goal at Genie Food Group is committed to providing the best quality flavoured variety of processed food. It aims at providing a variety of different intermediary food products such as fresh fried onions, garlic powder, dehydrated onions and pastes used to prepare the delicious mouth-watering food cuisines.

Jiya shares, "Preparing delicious meals comes with a mixture of all the right ingredients, overwhelming your precious time. But relax. Take a deep breath. We bet you won't find a better solution to this problem than us!"

This startup directly procures from the farmers. They encourage women employment by involving more women in peeling, chopping and preparation processes. The food is processed in a way to increase longevity, to be preservative-free and keeps the same aroma and taste intact. The startup addresses the problem of quick food, saving shelf space, shelf life of the product and natural taste in the processed food products.

Founder

Jiya Rajvanshi

Co-Founder

Chinmay Rajvanshi

Institute

Entrepreneurship Development Institute of India

Incubator

GTU Innovation Council

Sector

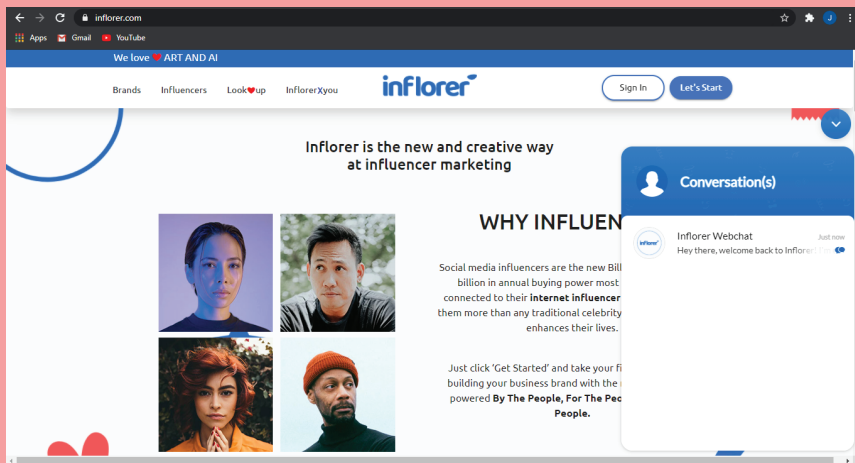
Agriculture, Manufacturing



www.geniefoodgroup.com



INFLOREN



www.inflorer.com

Founder

Payal Devjani

Co-founder

Jyotika Sawlani

Institute

Government Engineering
College, Gandhinagar

Sector

Digital Marketing, Media

All the companies using traditional marketing faces some or the other issues like big-budget advertisements or low Return on Investment (ROI) or slow response rate which can affect the growth of the business. Inflorer is an online platform which serves as a bridge between brands and social media influencers/content creators and thus offers a place for them to collaborate. This eventually results in effective marketing and branding campaigns for products and services.

Interested influencers apply for the campaign on this platform. The brand can then view and analyze all the received applications, chat with influencers who suit their requirements the best and select an ideal fit for their campaign. This startup aims to help smaller companies to identify their target audience and linking them with quality influencers to carry out effective marketing campaigns. Payal shares, "We believe, if planned and executed properly, this startup will help many remote content creators to start their careers as influencers and in turn help various types of companies, regardless of their size, to promote their services and products."

Inflorer currently has a community of 70+ influencers signed up who are willing to start collaborating with brands. By keeping track of the user's behaviour using analytics tool this platform keeps updating that can help influencers/content creators in the best possible way. On the other hand, this helps the brands to escalate their business by finding the influencers that best suits their campaigns.





STUDIO JUNE

We have seen crafts dying over the years and many skilled artisans leaving their crafts to do menial jobs. Studio June wanted to make craft not just a thing to collect but wear it on daily basis. The idea of Studio June is to encourage handmade work by women for women.

Studio June takes pride in each piece being completely handmade by handpicking each of the raw materials like vintage cloth, Afghani chunks, blue pottery, brass and the other materials. Nidhi shares, "It's a painstaking effort to make each piece one of its own, but we love the whole process. We only harp upon vibes and love to spread that around with colours and by creating beautiful things."

Pieces of Studio June are usually single and unique as it involves vintage craft and textiles. In a span of 5 years this startup has worked with more than 500 artisans and taught them the craft and skills to fend for themselves. Studio June aims to explore the export market and create multiple products with hand embroidery and vintage textiles in future with more and more women working.

Founder

Nidhi Lodha

Institute

MICA

Sector

Fashion, Textiles



www.studiojune.in



GLOBALHYPE MEDIA SOLUTION



www.globalhype.com

Founder

Honey Thakkar

Co-Founder

Meet Thakkar

Institute

Somlalit Institute of
Computer Application

Sector

Consulting, Digital Marketing,
E-commerce, Information Technology

India has become the third largest country for startup ecosystem. But the number goes down when we talk about the successful ones. Honey Thakkar observed that there are a common set of reasons that startups face, struggle with and eventually fail, and the consistent set of factors that make startup companies successful. This observation gave birth to her startup that creates a pool of experts from different fields at one place in order to give support to the upcoming entrepreneurs and their startups.

Apart from offering Accounting, Taxation, Secretarial Compliance, Reporting, Legal Know-How, Project Advisory, Capital Advisory, Investment Banking Services, PR Management, Social Media Management, Mentoring, 360-degree Marketing, etc., this startup also supports the enthusiastic startups with mentorship through its mentor networks in India and abroad.

"The domain or market of the industry of startups is huge and our motto is to help them grow. As they grow, we grow.", shares Honey. She aims to help over 250 startups and more than 100 small businesses to launch their businesses online in the coming years.





During the pandemic, most of the events, be it cultural, non-technical or technical events were cancelled and arranging online contests seemed to be burdensome to the organizers. Also, organizers had difficulties in reaching out to their target customers in this online era; mainly because of two reasons being, unorganized & troublesome procedures to conduct online contest and the cost it takes to get the target users attracted to the content.

Acadio is an online platform which assists the organizers to conduct online contests in an organized and smooth way. During the pandemic, it has become difficult for organizers to conduct contests and attract target customers. Acadio provides one stop solution where the organizers can conduct contests for free and can conduct promotion-based contests which could become a fun base for their target customers. This startup focuses on the business requirements of the brands/organizers as well as keeping in mind the fun factor for the participants.

Elaborating about her startup, Fiza says, "We enhance the way contests can be organized for specially curated talents, hence providing the new generation solution for making the new normal much comfortable to the organizers."

ACADIO

Founder

Fiza Pathan

Co-Founders

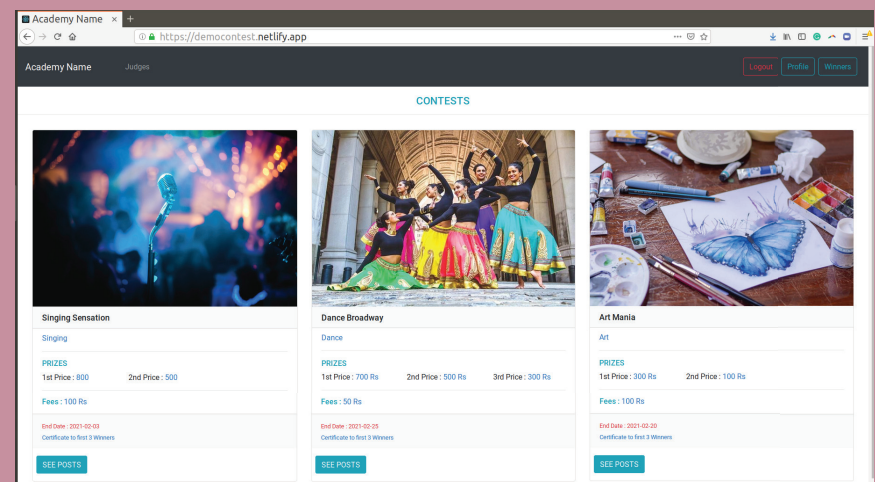
Ziyaad Mahudawala, Abhishek Prasad

Institute

Maharaja Sayajirao University of Baroda

Sector

Art, Entertainment, Events



www.acadio.in



CHEMIBRICKS



Founder

Kanksha Mehta

Institute

Gujarat Technological University

Sector

Clean Technology, Construction

Chemical industries are facing problem of treatment and dumping of the waste they generate on regular basis. Most of the methods used are expensive or merely just transformation of one waste form into another. Also, raw materials used in construction industry is continuously degrading. Traditionally used burnt clay bricks create huge amount of air pollution when manufactured and degrade soil quality.

CHEMIBRICKS is the idea to use the chemical waste into manufacturing of construction raw materials. It is basically focused on bricks as it is the essential component of building. All the raw materials used in these bricks are waste of different industries. It provides cost efficient, eco-friendly and effective alternative to the conventional bricks.

Kanksha shares, "CHEMIBRICKS can utilize tonnes of the waste every day and convert it into non harmful product for full life cycle of the product. It utilizes 3 to 4 industrial wastes so we are solving problem of waste dumping of that particular industry." She adds that the environment impacts of the product is in permissible limits to the standards of GPCB. Cost of the bricks can be considerably reduced to about 2 Rs./brick. This startup can prove to be the revolutionary solution for chemical as well as civil construction industry.





LYMBEDGE LLP

After any health complication, accident, surgery or treatment involving a patient's joints and muscles, a patient's life is affected because of minimum movement, weakness and slow recovery. Because of this, the patient and the family have to suffer.

With focus on healthcare, this startup combines its global cutting-edge technology with extensive local experience to provide artificial upper limbs, supportive devices and mobility solutions that can improve the quality of life for patients. It extends the innovative services and products for people with limited mobility. Its quality of products and the services provided are cost effective and of highest quality.

This startup offers rehabilitation services for patients and focuses on prosthetic and posture control services through its clinics and dealers. It aims at providing reliable, technologically superior prosthetic and posture control products with technical support to maximize benefits to the clients in India and neighbouring countries. They have a team of proficient and skilled experts who are dedicated into the services with a rich experience of research and application.

Founder

Sarika Chitrodiya

Co-Founders

Umang Suthar, Dinesh Damodar

Institute

Government Engineering College, Gandhinagar

Incubator

GUSEC

Sector

Health and Wellness



www.lymbedge.com



D'BELLO



Vitamin D	Vitamin D	Vitamin D	Vitamin D	Vitamin D
KHAKHRA	CHOCOLATE	POCKET KHAKHRA	Powder	Mushrooms
2 Khakhra = 100% Vitamin D of RDA* * RDA = 400IU Daily	2 Chocolates = 100% Vitamin D of RDA* * RDA = 400IU Daily	30 gm Khakhra = 100% Vitamin D of RDA* * RDA = 400IU Daily	One and Only Potent & Plant Source 1 gm = 1000 IU Vitamin D	Mushrooms A Superfood 100 gm = 1000 IU Vitamin D
Flavours - Masala - Chat Masala - Melhi - Pani Puri - Jecra	Special Vitamin D Chocolates Naturally High Vitamin D	Flavours - Masala - Cheese Masala - Jecra - Muggi - Kachua - Kachua - Chat Masala - Namkin Special - Pani Puri - Chilli Garlic - Manchurian - Chana Cha - Sherwan - Peri Peri	Easy to Use - Mix with Any Food Doesn't Change the Taste and texture of your food One & Only Plant Source 100% Veg 1000IU Vitamin D Suitable for All Age group	Naturally High Vitamin D 100% Vitamin D RDA* Low Fat Low Calories Low Carbs
Unique Features - 100% Wheat Flour - Zero Sugar Cholesterol - 100% Vitamin D - Zero Trans Fat - Hygienically Made - Vacuum Packed - 6 month high Stability - Net weight 200 gm		Unique Features - Pocket / Travel Packed - 100% Wheat Flour - Zero Sugar Cholesterol - 100% Vitamin D - Zero Trans Fat - Hygienically Made - Vacuum Packed - 6 month high Stability - Net weight 60 gm		

We are ready to serve domestic as well as export market.

www.dbello.in

Founder

Menka Gurnani

Institute

L.A. Shah Law College

Incubator

Entrepreneurship Development
Institute of India

Sector

Agriculture, Health & Wellness,
Life Sciences

According to surveys and research, vitamin D deficiency is evident in all age groups and both in urban and rural areas. At present in India, animal sourced / chemically synthesized vitamin D3 is available as medicine. Till now, there is no good rich vegetarian food source identified for vitamin D which can meet the daily needs.

Filling this nutrition gap, D'bello is the startup that offers vegan Vitamin D solution. With extensive research first time in India, this startup has successfully developed natural vitamin D source, which is chemical free, 100% vegan, whole food nutrition from vegetable and microbial source and cost effective. This powder, like salt or sugar, can be added to almost all kinds of Indian foods such as chapati, dal, sabji, curd, salad, etc. It does not alter the taste and texture of the food and is suitable for all dietary habits and all age groups.

Menka shares, "We have developed natural rich vitamin D source from mushroom source as well as microbial source. Further we have also developed the technology for the staple food fortification like wheat flour. We have also developed vitamin D chocolates and khakhra to reach the mass population."



Celebrating
women
in startups



AMBROSIA HEALTH AND NUTRITION SERVICES

This startup is the first in India to begin with the nutrition-friendly school health initiative in lines with World Health Organisation's global school health program. The idea is to give nutritious food to children, inculcate healthy eating habits right from the foundation years and also to educate the parents regarding the right nutrition for their children.

With the initiatives of this startup, the school kids have shown reduced cases of malnutrition and infections. The nutrition education has helped children and parents to make better choices and has led them on right nutrition and lifestyle.

Dhara shares, "We are also into making of healthy granolas and bars because being nutritionists it was sad to see commercial breakfast - cereals and snacks with misleading labels, false claims and fooling customers with marketing." The startup proudly presents themselves as 'the first ever granola brand handcrafted by nutritionists'.

Founder

Dhara Jaiswal

Co-founder

Aditi Joshi

Institute

Maharaja Sayajirao University of Baroda

Sector

Health & Wellness



KASPERTECH



www.thekaspertech.com

Founder

Krishna Ojha

Co-Founders

Ekta Arora, Dhairya Patel,
Vikas Choudhary

Institute

Indian Institute of Information
Technology, Surat

Incubator

GUSEC

Sector

Smart City, AI, IoT, Automation

Road accidents have been a major cause for concern across India. Also, 30% of accident deaths each year are caused due to delayed medical care. Most of the deaths happen due to lack of help in the Golden Hour of the accident which is within 40-60 minutes after the accident. Many of these deaths could be prevented if timely help is provided to victims in road accidents which depends on how quickly the responsible authorities were informed of the accident. As an answer to this, this startup came up with a solution that can save lives of accident victims.

Currently, this startup is working to build an ultimate surveillance system that can help to not just prevent accidents but also help in providing immediate assistance to victims in case an accident occurs. The biggest USP of their product UltraviZ is that it is capable of detecting road accidents from a real time CCTV feed. It then extracts all useful information from the live feed including Date, Time, Location, Image and Video of the accident and shares it with right authorities within a matter of seconds. Apart from this, the startup is also working towards integrating various traffic rules violation detection in UltraviZ so as to improve the status of road safety in our country, thus aiming to make our roads safer.





LOKALEYE

Co-Founder

Dipti Palav

Co-Founder

Prasad Palav

Institute

Veer Narmad South Gujarat University

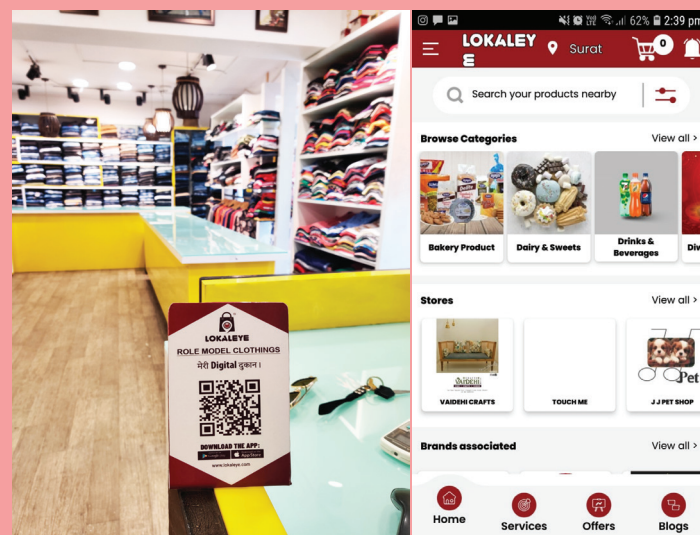
Sector

E-commerce

Lokaleye is a local commerce startup empowering and transforming local retail store into a smart e-tail store with omni channel solution and all-in-one business platform for sellers and local marketplace for customers. This startup is addressing the problem faced by 80% of the Indian retailers who are only dealing offline and missing out on the online markets. The need of the hour for the Indian retailers is to go online. Lokaleye is a local commerce platform which connects local sellers and customers on a single platform.

This startup has successfully onboarded 400+ retailers on its platform that resulted in good business and faster flow of customers. Lokaleye is on a mission to give digital support to all the offline retailers to create and run their online and offline business successfully with just one platform.

Also, with focus on rural development, they are planning to create Lokaleye Hubs to address the needs of the rural people including daily necessities, medical and education facilities at affordable costs.

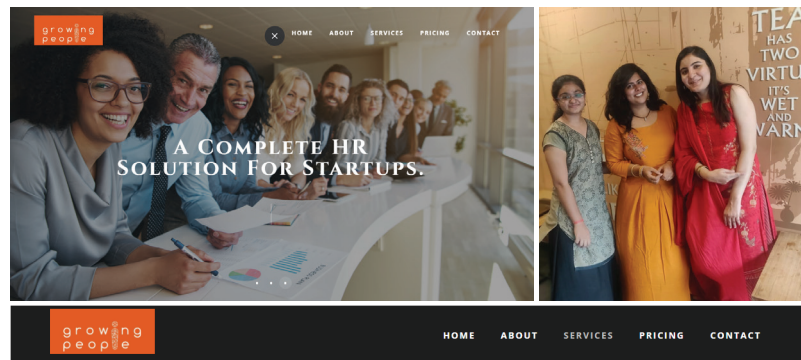


www.lokaleye.com



Celebrating
women
in startups

GROWING PEOPLE



HIRING TALENTED PEOPLE

Do everything you can to gather great people if you're creating a company – Elon Musk. We will help you in hiring skilled individuals & forming an amazing team.

ONBOARDING

We will ensure that a new employee knows about the company's mission, core values, strategy, all about its history, culture and key responsibility areas.

HR DOCUMENTS

Creating HR letters, documents and policies that meet short-term needs and budgets while taking into account long-term risks and goals of the organization.

ATTENDANCE & LEAVE

We are here to do your leave management process. We will record and monitor all types of leave. Track attendance, absenteeism and holidays.

PAYROLL & TAXATION

We will manage monthly salary calculate every component of the employee's, whether it's allowances, deductions, expense claims or reimbursements.

ENGAGEMENT & RETENTION

There are several benefits of focusing on your employees and their engagement that could help benefit your profits and your customers alike.

www.growingpeople.in

Finding talent that will stay with you is the hardest part of recruiting. When building the perfect team, the single most important thing is to bring the right people. Not having the right team, weak team, poor leadership, poor team management, lack of vision, are the major reasons why startups fail. Growing People is a startup that is working in the direction to help startups and early-stage companies with the much-needed people management. It helps companies with hiring the right talent and supporting internal operations.

Elaborating about the services that they offer, Minakshi shares, "We take care of your 360-degree HR processes. Be it hiring talented people, employee onboarding, HR documents, attendance and leave management, employee engagement and retention, performance appraisal, training, compensation and benefits, and employee separation – we have got it all covered."

Founder

Minakshi Kotwani

Institute

L.J Institute of Computer Application

Incubator

GUSEC

Sector

Human Resources



Celebrating
women
in startups



GEOCARTE RADAR TECHNOLOGY PVT LTD

GeoCarte Radar Technology Pvt. Ltd. provides comprehensive professional high-end Geo-Exploratory services using advanced Ground Penetrating Radar (GPR) technology to map underground infrastructure without digging. It leverages its expertise for all kind of sub-surface explorations ranging from utility mapping to archaeological investigations, assessing the concrete structure condition and leakage detection. This startup is capable of providing satisfactory output and results even in challenging site conditions where conventional GPR analysis tool fails. Analysis and interpretation of GPR weak signal data has been GeoCarte's forte to ensure accurate mapping of underground structure from its inception.

At GeoCarte, GPR services along with in-house developed advance analysis tool make it effective to be implemented even in difficult site scenarios like high clay content, high moisture content, etc.

In due consideration of the rapid increase of the underground infrastructure, GeoCarte helps its client in mapping the underground anomaly, whether it's utilities or structure. Silky further shares, "We do help our client to map the underground artefacts at archaeological sites. To map the leakages in the soil and the layers of the road or soil strata is also our field of expertise."

Founder

Silky Agrawal

Institute

IIT Gandhinagar

Incubator

IIEC, IIT Gandhinagar

Sector

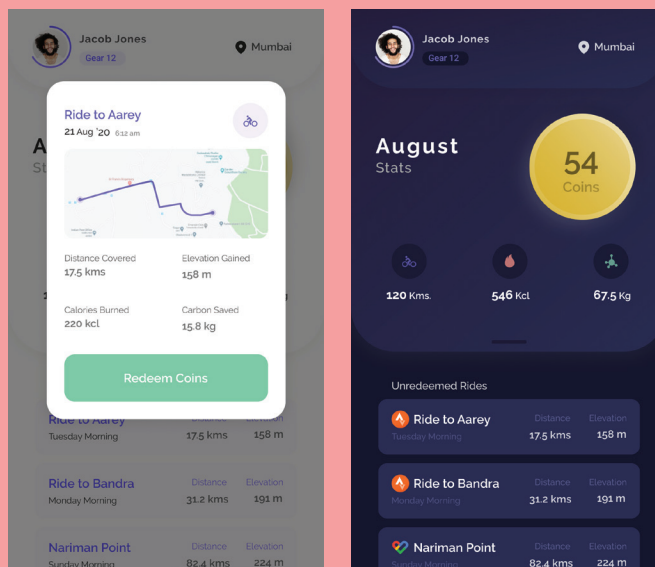
Construction, Consulting, Design, Archaeological Investigation, Smart City Underground Mapping



www.geocarte.in



CYCLING CITIES (CROOZE APP)



www.cyclingcities.in

Cycling is widely promoted for a healthy and fit lifestyle. But there is no available platform that motivates and rewards cyclists or that tracks the cycling growth in Indian cities. No platform connects all stakeholders in cycling including cyclists, clubs, shops, smart cities and government. There is no platform that enables government to take data-driven decisions for a robust cycling infrastructure in a city.

Cycling Cities is a startup that fills all of the above gaps. Cycling Cities is a tech-based social enterprise promoting the use of cycling for active transport using technology, behavioural economics and community. This startup is launching Crooze app which rewards people for all the cycling kilometres, shows their carbon saved, connects them with local and national cycling community through events, cycling clubs, cycle shops and leaderboards.

This startup has been actively organising many cycling events and car-free month campaigns to promote and support cycling in all possible ways.

Founder

Nikita Lalwani

Institute

NIT Surat

Incubator

AIC-GUSEC

Sector

Health & Wellness,
Information Technology





BEBE BURP

There is a daily struggle that one goes through to feed one's infants the right food with age-appropriate nutrition content as well as taste.

Bebe Burp is a startup that is into manufacturing of baby food by following traditional grandma's recipe. It helps to solve the lack of availability of healthy food options in the market by fulfilling the dietary needs of the little ones. Providing healthy baby food that doesn't contain any harmful chemicals or preservatives or any form of artificial flavours is the motto of this startup. Bebe Burp assures certified food products that are not only preservative free but organic and natural too.

It focusses on availability of healthy baby food, easy-to-make, time saving food that parents can feed their little one guilt-free. Their products range from instant mixes to cookies and snacks that are of superior quality with no compromise in taste. The startup aims to reach every household and address every parents' need of healthy baby food options.

Founder

Shruti Tibrewal

Co-Founder

Chirag Gupta

Institute

AICAR Business School, Mumbai

Incubator

Rocket Fuel

Sector

Manufacturing



www.bebeburp.com



THE ROUNDUMBRELLA CO



www.designplaystore.com

Founder

Shivani Chakrachhattri

Co-Founder

Mohit Saini

Institute

National Institute of Design,
Ahmedabad

Sector

Design, E-commerce, Education,
Manufacturing

There are three pillars to education: child, teacher and learning. Most of the innovation/technology intervention in the last decade has been centered on improving the 'learning' part by standardizing the role of the teacher via 'standard video lectures', 'scalable online content' and creating access, etc. The next challenge in education, which doesn't get solved by standardizing the role of a teacher, is to prepare the children to deal with the rapidly changing world and highly uncertain future.

As recognized by the new education policy, there is a need of an education system that inculcates a problem-solving mindset in kids, which equips them to deal with uncertainty and ambiguity with ease. Answering these needs, The Roundumbrella Co. is an ed-design startup on a mission to bring design thinking in K-12 education with physical games and toys. They are building a series of 'learning to learn' tangible toys for experiential learning based on the pillars of design thinking.

"We believe that design thinking pedagogy builds such a mindset in kids, the mindset of learning to learn", shares Shivani.

The startup launched their first game internationally on a crowdfunding platform and the game is called as 'Bulby for Kids' which is an ideation game based on light and shadow.





PROJECT HEXAGON BY TETREL INNOVATIONS LLP

This startup is a multifaceted and multidisciplinary organization working to create affordable, reproducible and scalable smart lifestyle products. It has been successful to incorporate graphene into their first product in line, a smart heating light-weight winter jacket, to create a highly efficient, effective, comfortable, flexible with seamless heating and electronic system that works at sub-zero temperature, where most of the other electronic devices give up. The technology has been tested up to $-30\text{ }^{\circ}\text{C}$ successfully and they are now in the process of testing it up to $-60\text{ }^{\circ}\text{C}$.

The prime motivation behind this is being able to easily incorporate technology into the textiles functional wear in the field of healthcare, sports, lifestyle, communication, automotive and waste management, and make it available to the masses at affordable prices.

Khushboo shares, "With the first product in line, a heating winter jacket, we aim to improve the living conditions of the Indian Armed Forces posted at inhospitable terrain in cold harsh conditions."

Founder

Khushboo Patel

Co-Founder

Neel Panchal

Institute

National Institute of Design

Incubator

PDPU-IIC

Sector

Textiles



www.projecthexagon.com



EASYPUJA



www.findpanditji.in

Founder

Riya Shah

Institute

Entrepreneurship Development
Institute of India

Sector

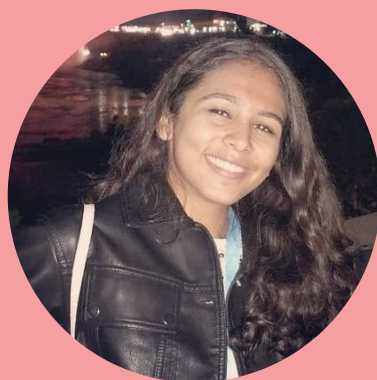
Events

Whichever cities of India you dwell in, on any auspicious occasions we are in need of someone to guide us or arrange for puja or any religious rituals and procedures. Easypuja is a one-stop solution for all kinds of religious and auspicious events. May it be arranging for a Panditji of your community i.e. Gujarati, Marathi, Bengali, Telugu, Tamil, etc. or gathering the smallest of puja samagri, Easypuja has everything sorted for you!

It has connected with over 20,000 people across the globe through online as well offline mediums. Easypuja has a network of around 1000 Panditjis today. The startup has also associated itself with NGOs who help them in making certain puja samagris, that in turn, gives employment to around 500 women.

Riya shares, "We are working on DIY puja kits, where for small pujas you can do pujas by our customised kits. Also, we organise innovative Puja broadcasts wherein we associate with temples for direct booking by clients, wherein the clients get live darshan and prasad at their home."





SEATIZEN

Frequent travellers who use public transport often don't get a seat during their ride because the public transport is crowded. This in turn forces people, who can afford it, to use their private vehicles. Both these combined, give rise to traffic problems. If a seat on the public transport is guaranteed, using AI/ML technologies and time series analysis, then in the long run this will help in solving major problems of traffic and air pollution. SEATIZEN is a startup that aims to provide an affordable and comfortable ride in the public transport to the common man.

Their current project is a 'Passenger Counting System' to be deployed in public and private buses. During the initial phase, the main motive of the system will be to provide a count of no. of passengers boarding and getting off a bus. This information will be sent to the cloud server from where an android application will fetch data about the no. of passengers in the bus and the no. of empty seats given the bus capacity. By finding out if the passengers will get a seat on the bus even before it arrives, they can make an informed decision about how they choose to travel, thus also avoiding overcrowding to a major extent. This will help the citizens use the public transport facilities satisfactorily.

Co-Founder

Priyanka Goradia

Co-Founder

Prithviraj Kanaujia

Institute

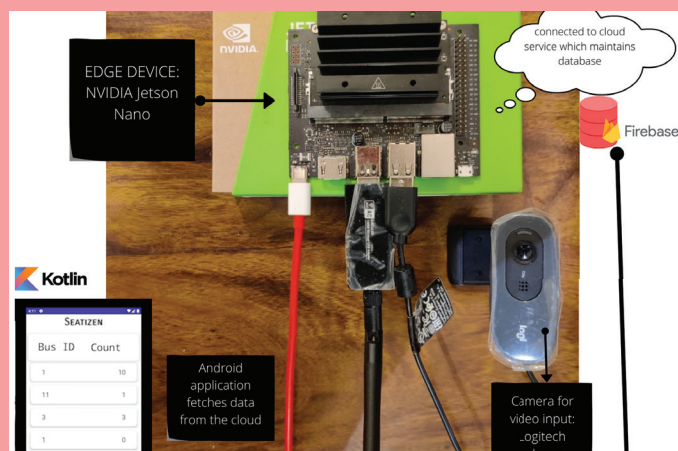
Pandit Deendayal Energy University

Incubator

PDPU-IIC

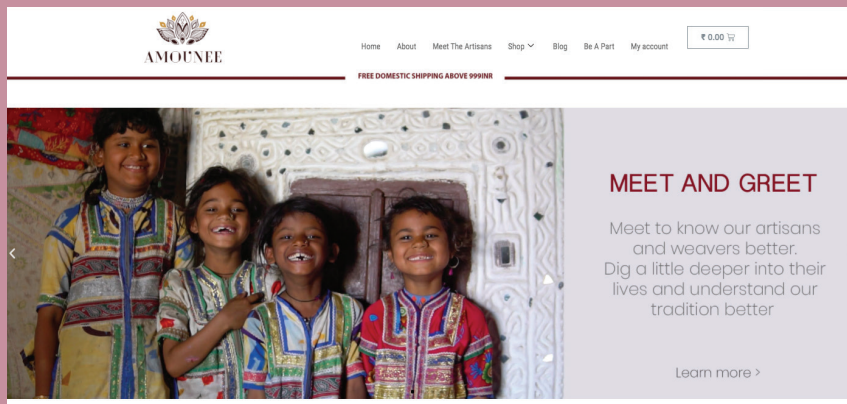
Sector

Information Technology, Travel, AI/ML, Software



Celebrating
women
in startups

AMOUNEE HANDLOOM VENTURE PVT LTD



www.amounee.com

Founder

Megha Das

Institute

National Institute of Fashion Technology

Incubator

PDPU-IIC

Sector

Digital Marketing, E-commerce,
Textiles

The local artisans, craftsmen and weavers face many challenges like threat from cheap imports, decline of local markets for handlooms, low income and lack of direct touch with the customers. Amounee Handloom Venture Pvt. Ltd. has emerged as a digital platform to conveniently buy 100 % authentic handloom and handicrafts from rural artisans and weavers.

Amounee is a digital market place that not only directly connects the grassroot level artisans and weavers to the globe but also makes them intelligent sellers. It helps provide a personalised buying experience for textile lovers and bring back handicrafts and handloom in the public attention. This startup actively works with 40 artisans and weavers from 8 clusters and aims to soon have over 1000 artisans onboard from across every state of India. Over 2500 artisans are directly and indirectly benefitted through various activities of Amounee.

Megha says, "Our strategy is to provide our digital space where nationwide clients can conveniently establish communication and business with the rural artisans from the remotest corners of the country."





GROWTH BOOK APP

As per National Family Health Survey Data 2014, around 45% of under five children in India are suffering from malnutrition. Growth chart is a simple tool which can help parents to evaluate growth of their child. To empower parents to evaluate growth and development of their children is the motive behind this startup. Growth Book App is a parenting app, by which user can monitor the weight, height and other anthropometry parameters of a child.

Key features of this app are that it is available in English and Hindi language and is simple and easy to use. The app offers features like Growth Tracker, Development Tracker, Vaccination Tracker and Health Tips. It also extends real time doctor's counselling to the parents and tips to address parenting issues through WhatsApp groups. Currently, they have over 34 active groups with approximately 150-180 participants in each group.

This app has found over 3.11 lakh downloads with users from 150+ countries through which more than 3 lakh child health queries have been answered.

Co-Founder

Dr. Ami Tank

Co-Founder

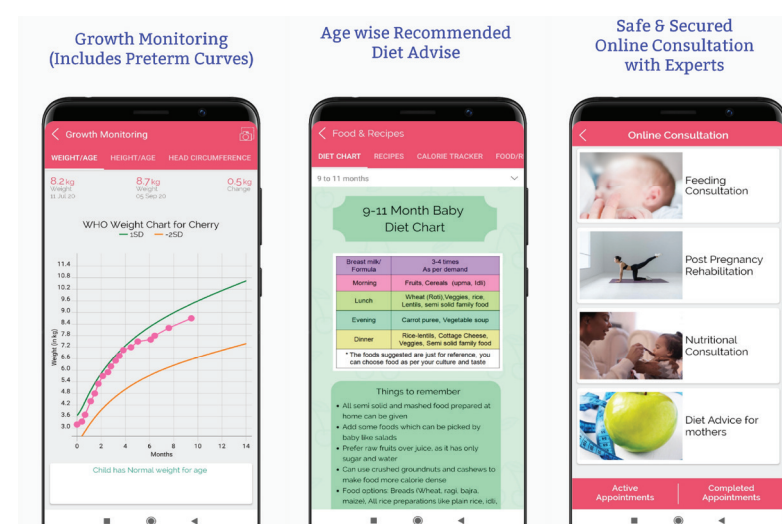
Dr. Anand Shah

Institute

SBKS Medical College & Research Center

Sector

Health & Wellness



www.growthbookapp.com



Celebrating
women
in startups

PAW AMBULO



Founder

Isha Panchal

Co-Founder

Aditya Devta

Institute

Maharaja Sayajirao University of
Baroda

Incubator

Centre for Start-Up and Innovation,
Office of Career Advancement for
Students at The Maharaja Sayajirao University

Sector

Health & Wellness, Non-profit

Among the 3 million street dogs in India, many of them are hit by vehicles and become paraplegic. Cases of hind limb paralysis (paraplegia), motor neuron dysfunction, amputation, general weakness, myelopathy and trauma are increasing but at the same time alternatives of canine wheelchairs are very limited and also very costly. Facilities for diagnosis and technical expertise for surgery is beyond the reach of even most pet owners in the country.

This startup has worked on making a canine wheelchair cost effective so that they could be afforded for the treatment of stray dogs. The wheelchair is made of Polyvinyl chloride, which is light in weight and also it reduces the material cost drastically. The wheelchair is adjustable in length, width and height to accommodate various dimensions of dogs, with the option to add a front attachment, specially catering to the ergonomic and anatomical needs of the Indian Pariah dog. Isha, an engineer and an ardent animal lover, shares, "Our final prototype was tested and a few improvements were made in our final design. The final cost of our Wheelchair is Rs 1,500-2,000."





WASTEFULL INSIGHTS

There is a need of an automated and upgraded waste management system in India with efficient source segregation and recycling in place. As an answer to this, Wastefull Insights is a startup that is working impactfully to change the scenario of dump yards in the country.

Wastefull Insights is a waste management company developing robots to auto-segregate dry waste using modern technologies. This startup is innovating in ground-breaking technologies like Artificial Intelligence(AI) , Computer Vision(CV) and Robotics. By applying AI and CV algorithms, the waste is segregated based on their colour, size and shape. Manali shares, "This is our initiative towards reducing the waste on the landfills to zero. We are working towards changing the waste management and handling from ground up, by bringing in state-of-the-art technology to simplify the process."

This startup has an e-commerce platform called 'Achhe Dinn' where they have partnered with over 40 brands to sell recycled, environment-friendly sustainable products. To add to this, this startup is also working on establishing a waste credit system where in anyone can sell their scrap and buy these products.

Founder

Manali Agarwal

Co-Founder

Rishabh Shah

Institute

Universität Duisburg Essen

Incubator

PDPU IIC

Sector

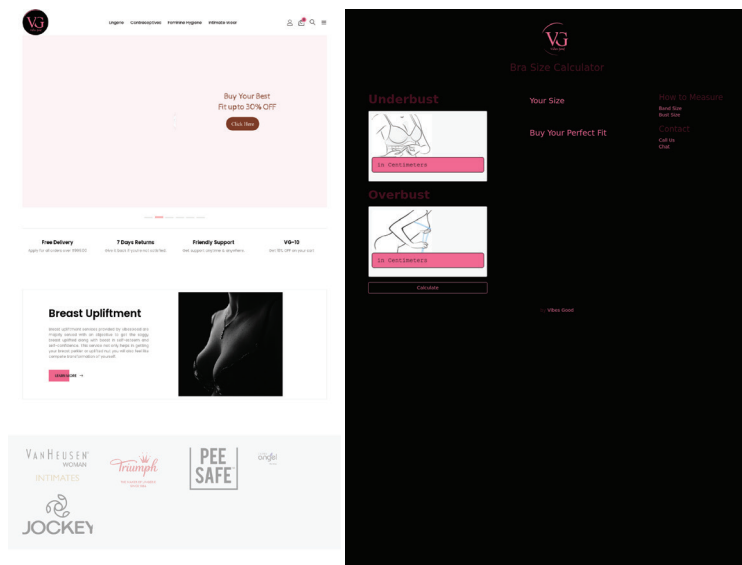
Waste Management



www.wastefullinsights.com | www.achhedinn.com



VIBESGOOD



www.vibesgood.com

Founder

Nishi Jain

Co-Founder

Pranshul Khandelwal

Institute

Entrepreneurship Development Institute of India

Incubator

CRADLE, Entrepreneurship Development Institute of India

Sector

Consulting, E-commerce, Fashion, Health & Wellness, Textiles

VibesGood is a platform contributing to the Happiness Index of the nation by contributing to the health, living standards and psychological wellbeing of women. It is working to make women's life super easy and happy by offering the best to get the best of life. VibesGood envisions to contribute to raising the GDP of the nation by raising the Happiness Index of women by making them healthy by reducing the chances of breast cancer and by increasing their self-esteem via lingerie makeover, increasing their confidence by guiding them with a perfect fit.

VibesGood is also a marketplace where top brand sellers and women deal in the products of domains like Lingerie, Feminine Hygiene, Intimate Wear and Contraceptives. Nishi says, "From t-shirt bras to lingerie sets, stunning bridal wear to sun-kissed swimwear, a sanitary napkin to menstrual cup and from flavoured condom to extra dotted condom, we have created the perfect destination to give you and your wardrobe a new lease of life!"





RASANEX

Founder

Mary Jacob

Co-Founder

Dr. Meenakshi Patel

Institute

Nazareth College of Pharmacy

Incubator

Babaria Institute of Pharmacy

Low bioavailability is a major issue of the drugs which undergo extensive first pass metabolism through oral route. The problem intensifies if the drug needs to be immediately absorbed to control the acute disease conditions. Additionally, for the drugs which are intended to give their action in brain e.g. Anti-Parkinson's drugs, shows low bioavailability. Rasanex is a startup that emerged as a solution to this problem.

Mary shares, "Discovering a new drug is a costly affair and very time consuming. The drugs which are already in the market have certain limitations which decreases its bioavailability and hence its efficiency to treat the disease. It is always beneficial to overcome the limitation of the existing drug."

Their new drug, Rasagiline Mesylate (RM) is a potent MAO-B inhibitor, used as anti-Parkinson's drug. It is available for oral use in the form of immediate release tablets (Azilect 1mg). Upon oral administration, it gets absorbed from GIT and undergoes first pass metabolism. The oral bioavailability is about 36% in humans. Due to low bioavailability and its inability to reach high concentration in brain tissue after oral administration, it can be formulated as nasal preparation. Nasal route avoids the first pass metabolism and the drug can go directly in the brain without crossing the blood brain barrier through olfactory region. Hence, through nasal delivery bioavailability of the drug will be improved and high concentration of RM can be achieved in brain tissue.



Celebrating
women
in startups



NIRMISU DESIGN STUDIO LLP

With a view to connect young artisans and young consumers through a common platform for keeping alive the traditional crafts, two Fashion Communication Graduates from NIFT Gandhinagar – Tejashree Anchan and Anamika – launched their venture Nirmisu Design Studio LLP based out of Ahmedabad in 2019.

Nirmisu is a Craft & Design Innovative studio. It is a contemporary art platform which works towards reviving traditional art styles from across India. As a part of it, different styles are executed by a contemporary approach. The starting project is about block printing art from Gujarat, specifically known as Ajrakh print.

Nirmisu aims at bringing Indian traditional handicrafts, its techniques and artisans closer to consumers. Their first collection 'Gaaya' showcases the traditional craft of Rajasthan Dabu - the hand block printing and hand dyeing on 100% cotton t-shirts.

"Crafts have always been a part of our Indian heritage and yet have been ever evolving in its nature. We'd like to take it a step forward and make it relevant in modern day concept while keeping it authentic. Innovation in Craft is the belief and the thought that we are working on," says Tejashree.

Founder

Tejashree Anchan

Co-Founder

Anamika Sonei

Institute

National Institute of Fashion Technology

Incubator

GUSEC

Sector

Textiles



www.nirmisu.in





MEDGURU DIGITAL LEARNING LLP

Studying medicine is a hard and arduous journey and there aren't enough resources available to help students make it easier. MBBS is one of the most difficult courses, but there are no targeted video lectures or education modalities that can help MBBS students in their journey to become the best doctors.

Medguru Digital Learning LLP is a startup that offers tailored solutions for all MBBS woes. Medguru's video lectures are created to revolutionize the study of medicine. The startup had conducted a survey of 1000 first year students and found that they were facing the problems like poor standard of teaching, unavailability of video lectures, difficulty in finishing the course and doubts in understanding of concepts. The mission of this startup is to impart the best quality of medical education to each and every student of India. By providing quality education to future doctors, the aim is to create better doctors and hence, making an impact on future healthcare.

Trishala shares, "We believe that the best education from the best teachers should be available to all without any reservations or boundaries. Through our platform, students across colleges pan India are able to learn from the top-notch field experts."

Founder

Trishala Punjabi

Co-Founders

Dr. Shital Punjabi & Dr. Rajesh Punjabi

Institute

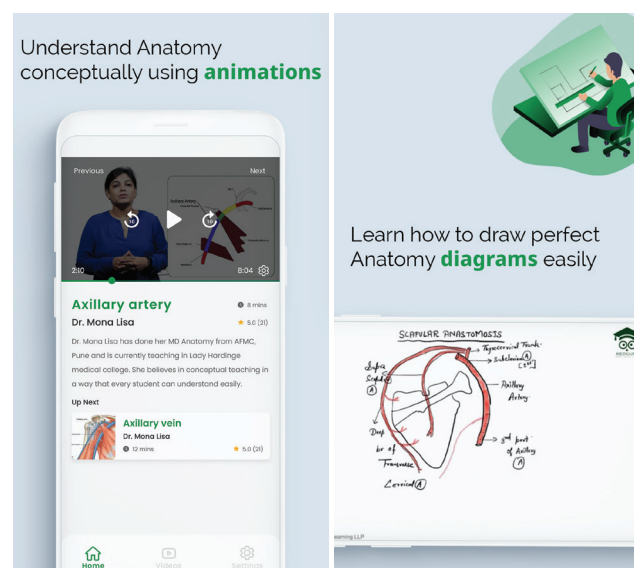
SMT. NHL Municipal Medical College

Incubator

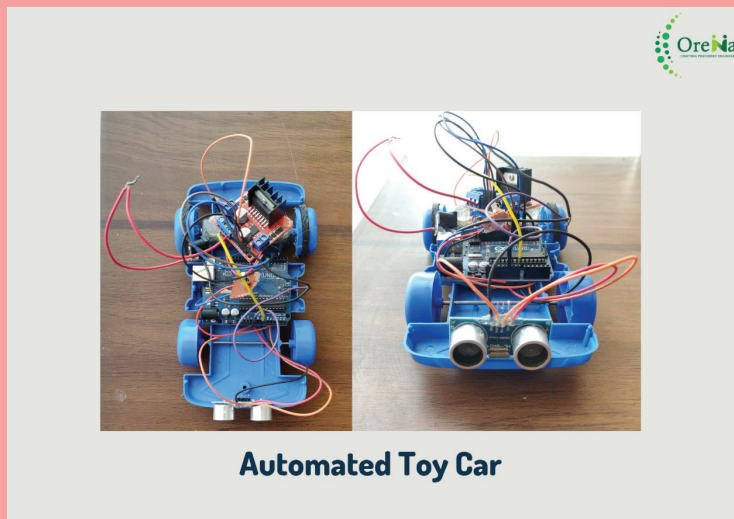
GUSEC

Sector

Education



ORENA SOLUTIONS PVT LTD



www.orena.solutions

Founder

Ekata Mehul

Co-Founder

Ketan Manvar

Institute

IIT Bombay

Sector

Digital Marketing, Education,
Information Technology, Automation

Through its specific, customized and relevant training programs, Orena Solutions Pvt. Ltd. is committed to level the quantity vs. quality imbalance among the Indian employable mass, thus empowering the Indian youth to be positive contributors to India's growth. Orena Solutions aims to get the skilled talent ready to cater to the upheaval of ICT jobs year on year.

Orena Solutions is a visionary ICT company, headquartered in Vadodara, Gujarat, looking to rejuvenate the employability levels of the Indian workforce. The employees of Orena Solutions, present in various locations all over the country, have a rich experience in the fields of ICT and other Engineering education and training.

Backed up by the company Relcon Systems, Orena Solutions comprises of members from fortune 500 companies having vast experience in ICT training, online and offline campuses and executive training through various company as well as academic campuses. Additionally, the most senior members of Orena Solutions, who have a doctorate level of experience in the domain of education, form the core team and are dedicated to filling the gap between the industry and the academia.





INDIAPACK

IndiaPack is a startup that develops sustainable packaging material out of mushroom roots and agricultural waste. This material is cost-effective and eco-friendly as compared to those currently available in the market that are Styrofoam based.

Styrofoam takes more than 500 years to degrade naturally. Also, after degradation it releases toxic pollutant on earth in form of microplastic which is hazardous to human health. IndiaPack packaging material decomposes within 60 days without any additional treatment.

Sharing about her journey, Dinta shares, "One fine day I observed that discarded mushroom compost turned into hard mass with exposure to sunlight. That gave me the idea that why can't I make something out of the waste and create an eco-friendly material."

Founder

Dinta Vaghasiya

Institute

Gujarat University

Incubator

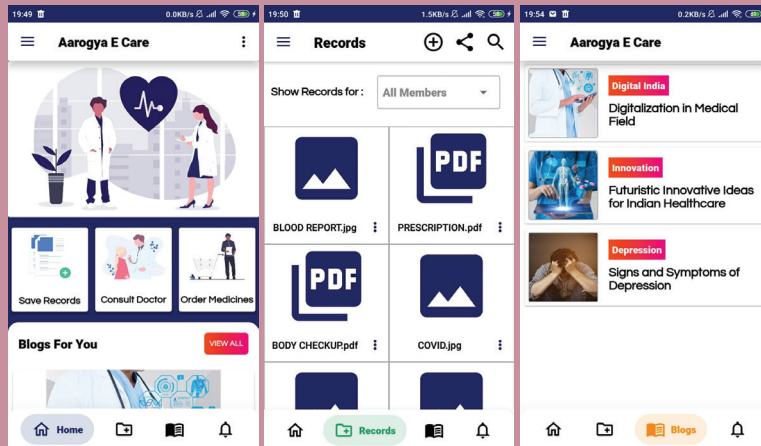
GUSEC

Sector

Agriculture, Clean Technology, Manufacturing



AAROGYA E CARE



www.aarogyaecare.com

Founder

Bhumi Sharma

Co-Founder

Aman Shaikh

Institute

L.D. College of Engineering

Incubator

Gujarat Innovation Council

Sector

Health & Wellness

Aarogya E Care is a healthcare initiative with a vision to create technology that can help healthcare providers to work effectively within hospitals, connect remotely with patients and conduct ground-breaking medical research. This startup offers Healthcare Documents Management System for patients. They can easily view, share and download their previous healthcare documents and medical history. No need to carry Physical Documents with you, Aarogya E Care will take care of it.

Aarogya E Care also offers Patients Management System for hospitals and healthcare providers with features like Add Patients, Add Documents and Share Documents easily with Personal Secure Cloud Storage. Bhumi shares, "We have got an amazing response from users with more than 500+ downloads till now and 100+ active users. Now, we are working on Aarogya E Care 2.0 with some fixes and a lot of new features."

To bring the best personal healthcare experience to the patients through efficient and innovative technologies and services is the motto of Aarogya E Care.





ARKON COMPOSITES

Waste management and proper recycling of waste is now a global problem and one that must be addressed as an answer to challenges of energy and resources across the world. In order to protect the environment, plastic and industry waste need to be recycled and reused.

ARKON Composites is a startup that is working with the motive to reduce the waste by putting it into productive use. After the constant efforts and multiple iterations of design, ARKON has developed a low cost and high strength Hollow Bricks, Paver Blocks, Tiles and many other products with the use of waste materials.

Vidhi shares, "At ARKON, we are making products which are made from recycled plastic waste and industrial waste which have much more strength and are cost-effective than the existing products available in the market."

Co-Founder

Vidhi Acharya

Co-Founder

Kishan Patel

Institute

Graduate School of Management Studies, Ahmedabad

Incubator

GTU Innovation Council

Sector

Manufacturing



www.arkoncomposites.com



Celebrating
women
in startups

WELL FOUNDED HEALTHCARE (OPC) PRIVATE LIMITED



Hindustan Pharmacy
Well Founded Healthcare (opc) Pvt Ltd

FREE HOME DELIVERY
ALL SURAT AREA

દવા પર **20% થી 50% Discount**

મહિનાની મેડિસીન પર **22% Discount**
(પ્રિસ્ક્રિપ્શન મોકલવું જરૂરી)

- દરેક પ્રકારના મોંઘા ઈન્જેક્શનો તેમજ સર્જીકલ આઈટમો મળશે.
- ICU તથા ઓપરેશન માં ચાલતા દરેક પ્રકારના ઈન્જેક્શન મળશે.
- આયુર્વેદિક તથા હોમિયોપેથિક દવાઓ મળશે.

આ સેવાનો લાભ લેવા માટે નીચે આપેલા નંબર પર ડોક્ટરે લખી આપેલી ચિટ્ટી તથા દવા નો ફોટો **Whatsapp 97233 42488** કરો

Check Discount on Medicine
WWW.Hindustan Pharmacy.Com

Call for more information
97233 42488 / 70469 42488

Google Play App Store

www.hindustanpharmacy.com

Founder

Kamini Patel

Institute

Swami Sachchidanand
Polytechnic College

Sector

E-commerce, Health & Wellness

Well Founded Healthcare Private Limited is a startup that offers an online platform called Hindustan Pharmacy which can be accessed for all the health needs. This startup facilitates home delivery of allopathy, ayurvedic, homeopathic medicines, surgical medicines, vitamins and nutrition supplements and other health related products.

This startup provides accurate, trustworthy and genuine medicines at special offer rates with 20 to 50% discount that can be ordered through website, app, WhatsApp or on call and is delivered in minimum time. There is also an option available for generic medicines so the customers can get medicines at more nominal rates. Kamini shares, "Ours is one of the fastest growing e-pharmacy that offers home delivery of medicines and health products from licensed pharmacies." Today they have 4000+ satisfied users.





ACHUK ENVIRONMENTAL SOLUTIONS PVT LTD

The raging uncontrolled fires are causing irreparable losses to the environment, depleting oxygen, adding carbon emissions, deteriorating soil, polluting air and water and increasing global warming. The existing approach of fighting with these fires with water and available fire-fighting chemicals has been unable to solve the problem due to its constraints and toxic environmental hazards.

Achuk Environmental Solutions Pvt. Ltd. is a startup that holds the exclusive patents globally for its innovative fire extinguishing composition with patents granted in India, USA and South Africa, and patent applied for in 43 other countries. This startup offers an innovative solution to the unsolved problems of massive fires being faced globally over the decades. It has a long shelf life and is cost effective; offering one solution to many problems.

'ACHUK' is a novel chemical composition invented by the founders of this startup and is unrivalled in fire elimination. This fire extinguishing composition fights high temperature fires up to 1100 °C like forest fire, coal fire, tyre fire, structure fire, fire in synthetic products, marine fire, etc. This product is safe for environment, non-toxic and harmless to human, animal & plant life, and hence is safe to be used in large quantities too.

Co-Founder

Sona Rahul Shah

Co-Founder

Rahul Abhaykumar Shah

Institute

L.D. College of Engineering

Incubator

Antrapreneur - The Business Incubator

Sector

Fire Safety



Achuk Canisters

Wet Composition for Bulk Applications

www.achuk4e.com



VATSALYA



www.vatsalyatoys.com

Founder

Juhi Anurag Mishra

Co-Founder

Meenakshi Gautam Trivedi

Institute

Banasthali University

Sector

Design, Education, Sustainable lifestyle

Penetration of plastic and foreign made toys in Indian market has become deep rooted today. The childhood experience of children has been adversely affected because of the artificial and fake toys available in the market today. Because of this, the screen time of children increases substantially and children don't gain anything from the free time available to them.

Vatsalya is a startup engaged in making the play time of children enriching. Vatsalya is a toy brand that believes in open-ended play and sustainability & responsibility towards childhood, environment and society at large. The toys are crafted with love to encourage endless creativity and imagination in children. Materials used for these toys are natural to give the crucial sensory experiences to the children. All the toys are lovingly and thoughtfully designed to facilitate the holistic development of children, ensuring their safety while being mindful of the environment and caring for the local artisans and carpenters. Vatsalya is not just an online store but a space where design merges with the needs of a child's play.





NUTRITION DYNAMIC FOODS LLP

38 million global deaths and 5.87 million deaths in India are attributed to inflammatory non-communicable diseases like diabetes, cardiovascular diseases, obesity, cancer and mental disorders, thereby leveraging heavy economic burden on nation's growth. Primary cause of inflammatory diseases is attributed to a diet lacking in antioxidants and physical inactivity. Inflammatory non-communicable diseases are affecting population aged between 30-80 years who find difficult to manage their lifestyle due to socio-economic responsibilities.

Nutrition Dynamic Foods LLP manufactures 100% plant-based, natural, innovative flavours, functional beverage premixes using freeze drying technology from vegetables, herbs and spices for millennials and baby boomer generation. The target is to address those dwelling in urban topography suffering with metabolic diseases like diabetes, cardiovascular diseases, cancer and obesity, accelerated by stress and dietary choices.

At present these products are available in the Indian Market and in the next five years they aim to penetrate international markets of UAE, EU and UK.

Founder

Mrs. Arpita Doshi

Co-Founder

Mr. Divyesh Doshi

Institute

University of Hertfordshire, UK

Incubator

AIC-LMCP

Sector

Health & Wellness



www.nutridynamic.co.in



PARAVENT APPARELS



ANTIVIRAL CLOTHING
now powered by
HealthGuard*
99.94%
effective against
Coronavirus*

*Tested as per ISO 18184:2014 (H1N1 strain)
Also ISO 18184:2014 tested against
SARS COV2 in independent lab in Australia

PROTECTIVE FACE MASK

Anti-Viral, Anti-Bacterial Easy maintenance

Anti-Dust Breathable

Washable

www.paraventapparels.com

Founder

Devanshika Tripathi

Institute

National Institute of Design

Sector

Design

Specialized work-wear sector in India is highly unorganised and shows a lack of offerings in terms of well-designed protective work-wear. With people working in a variety of environment (both internal and external), a one-size-fits-all solution does not suit the scenario. There is a need to closely observe and understand the customer's work environment, identify problems faced on a daily basis and design solutions specific to him/her.

Some problems faced by working professionals on a day-to-day basis include viral infections, heat and humidity, dust and pollution, sweat and odour and occupational hazards. Paravent Apparels is a group of designers, fascinated by the many dimension technology can add to work-wear in terms of performance and appearance. They work closely with their customers to understand their needs and offer end-to-end work-wear design solutions by adding specific functionalities based on their requirements.

Devanshika shares, "Through our small and humble efforts in functional clothing, we aim to bring about a change in how people perceive clothing by designing products that employ technology to offer multiple functionalities."





ALGALLIO BIOTECH PRIVATE LIMITED

Algae is one of nature's first food rich in proteins, vitamins, fatty acids, minerals, antioxidants that boosts energy levels and enhance stamina, and it has the potential to effectively solve malnourishment problems.

With the vision to create and implement long-term algal solutions in daily life, Algallio Biotech Private Limited was founded in 2015. It is a group of professional researchers from algae field, focused on the development of technology that produces commercial nutraceutical products. The experienced team has carried out lots of research in algal area on bench-scale and pilot level for production of various products to develop competitive technology.

Amee shares, "Our mission is to combat the nutrition deficiency of the world by unleashing the power of the superfood microalgae. We strive to provide algae as a tasty treat for the wellness of people with our products."

Algallio Biotech is focused for algal derived by-products and extracts which can be used for many applications including nutraceuticals, cosmeceutical active ingredients, health drink and protein health supplement with proper taste of natural original flavour. The startup is in the process of developing a new high quality of supreme nutraceutical products which have huge market potential in the coming years.

Founder

Amee Patel

Co-Founder

Anupama Sanjiv Mishra

Institute

Sardar Patel University

Incubator

Sristi Innovations

Sector

Agriculture, Health & Wellness,
Life Sciences, Manufacturing



Celebrating
women
in startups

NUTRIBUD FOODS PRIVATE LIMITED



Founder

Riddhi Patel

Co-Founder

Shardul Patel

Institute

S.M. Patel College of Home Science

Incubator

GUSEC

Sector

Health & Wellness, Food & Beverages

Every new parent comes across basic concerns for their little ones – child's immunity, child's mental and physical growth, a healthy diet for the child, and many more. And these questions become even more challenging for single parents, working mothers and nuclear families.

Nutribud Foods Private Limited is a startup that develops curated food products which directly connect the problem areas of parents and to-be mothers. The target users of this startup are working mothers, nuclear families, single parents and pregnant working women. Aligning the nutritional requirements of the children, Nutribud Foods bring back the traditional recipes and Indian super foods and ensures that the products are free from preservatives and artificial additives. The products of Nutribud Foods are likable to the buds and easy to cook.

Riddhi shares, "We are building a one-stop-shop for parents that can provide healthy food made from Indian super foods along with a delicious taste."





DIGIEN INFOSOFT LLP

Founder

Urvi Adhvaryu

Co-Founder

Pooja Upadhyay

Institute

J. P. Dawer Institute of Information
Science and Technology

Sector

Consulting, Information Technology

Most of the processes of Chartered Account offices are manual. Working on computer is limited to spreadsheets mainly. Due to rush during deadline period, many tasks go unbilled – hitting annual income significantly. Furthermore, the execution of work is not well-planned beforehand as it is quite difficult to prepare a plan manually with so many uncertainties. Plus, while on audit assignments, staff many not perform up to the mark, as these assignments cannot be monitored remotely. Also, as CAs deal with a lot of paper work, they need to make most these documents digital and have communication with clients on a single platform.

As a solution to the above challenges, DigiEn InfoSoft LLP has developed an all-in-one solution - CA Office Pro, for Chartered Accountants to manage all their operations through a single software. CA Office Pro automates all the work schedules for all the services that are offered by CAs to their clients in a few clicks at the start of the year requiring minimum amount of time. CA Office Pro allows CAs to assign different services of different customers to concerned stake holders. It also tracks employee locations whenever required to make sure audit operations have seamless execution. The application also provides a platform for managed communication and data exchange between CAs and their customers.

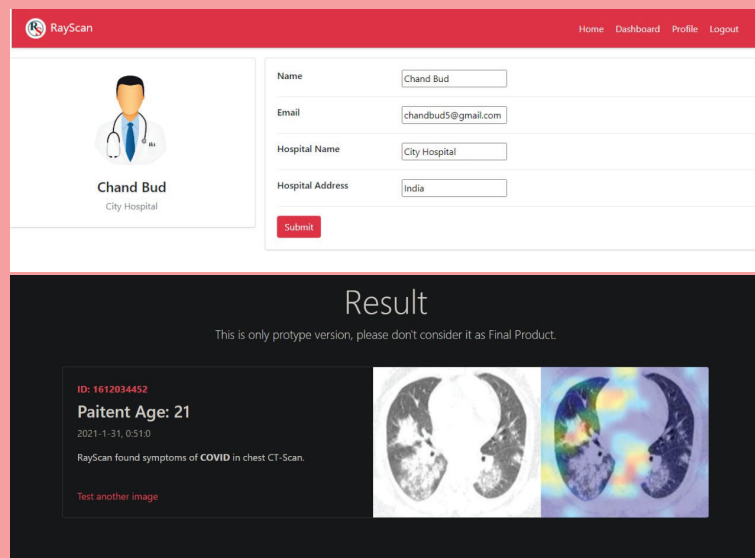


www.digieninfosoft.com/caofficepro



Celebrating
women
in startups

AI DIAGNOSIS



Founder

Nazira Master

Co-Founder

Anuj Chandalia

Institute

Parul University

Incubator

PDPU IIC CELL

Sector

Health & Wellness, Hospitality

Current diagnosis system practiced by the doctors is based on manual inspection and analysis. This process becomes lengthy, tedious and time consuming for doctors and medical practitioners.

This startup provides a seamless online system that lays the foundation for the integration of doctors and health workers with the design and implementation called AI Diagnosis. The faster, efficient diagnosis of respiratory and lung diseases lie in the usage of AI based systems like RayScan offered by the startup. Ordinarily, studying X-ray and CT scan images to diagnose pulmonary diseases takes a medical practitioner 30-40 minutes. As opposed to this, RayScan can give a similar diagnosis for 13 lung related illnesses in 2-3 minutes. This reduction in the doctor's burden helps him/her to see more patients each day and saves valuable time for early detection of disease in patients. Another advantage that AI Diagnosis offers is that a patient's medical history can be preserved as uploaded X-ray and CT scan images can be saved in the cloud repository.





SARAUSI LIFESTYLE PVT LTD

Chikankari embroidered garments available in the market do not have authentic chikankari work and the designs are not trendy. There are a few designers who are selling garments with good design and embroidery, but they are very expensive so everyone cannot afford them. The artisans who are creating these beautiful designs are not getting enough money for their survival, so they are leaving this art and moving into other activities.

Sarausi Lifestyle Pvt. Ltd. creates beautiful garments with authentic Chikankari embroidery on modern silhouettes. Each garment is uniquely handcrafted by artisans based in and around the historical city of Lucknow.

Varsha shares, "Being a designer I thought of doing new design intervention and create authentic Chikankari on modern silhouette. The outcome was modern looking and trendy garments with handmade fabric dyed in natural colour." This startup includes all the 32 authentic stitches into its products to keep the heritage beauty of Chikankari alive. The startup is also contributing towards women empowerment and improving lives of the local artisans.

Founder

Varsha Prasad

Co-Founder

Mukesh Kumar

Institute

National Institute of Design

Incubator

National Design Business Incubator (NDBI)

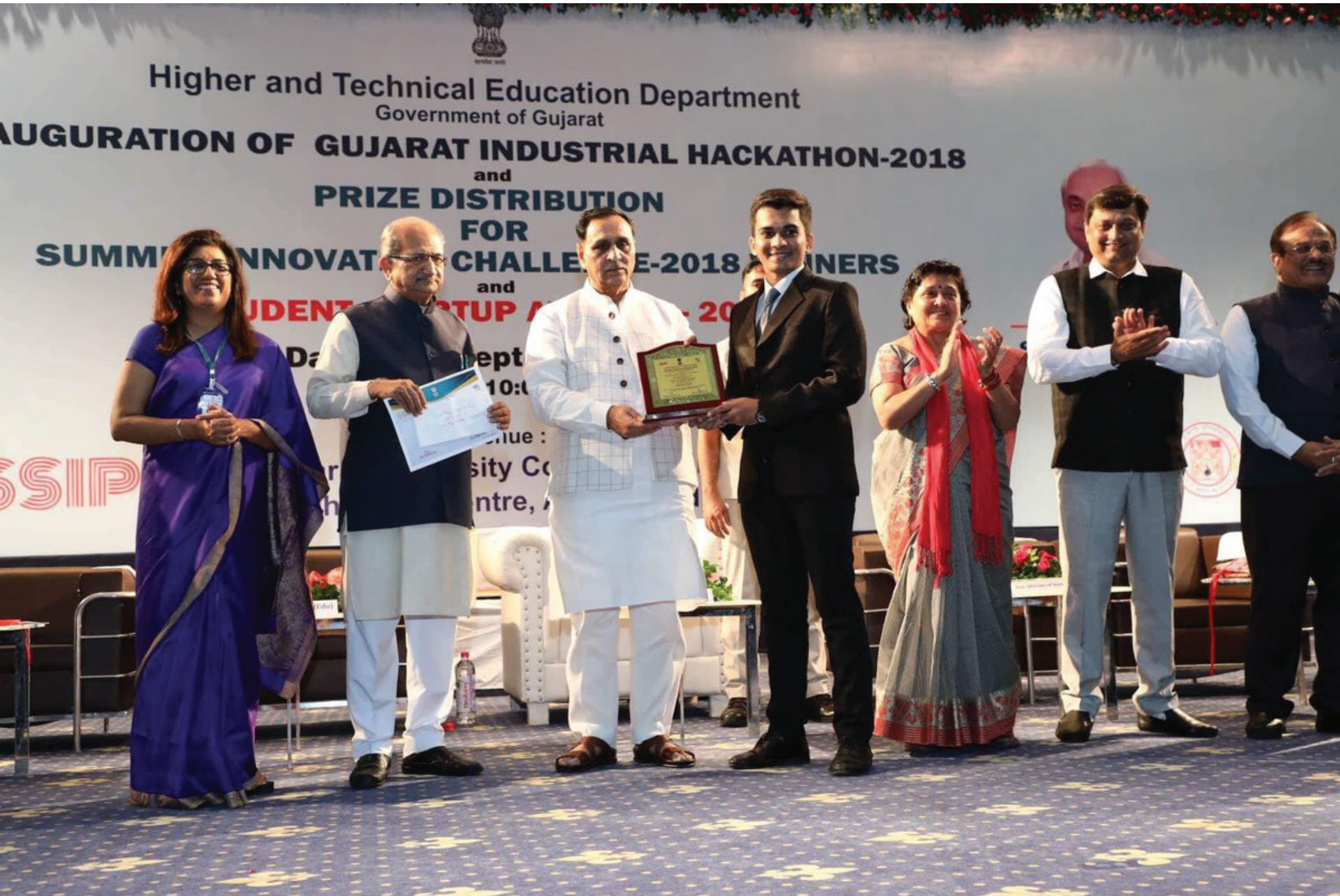
Sector

Design, Fashion, Manufacturing, Textiles



www.sarausi.com





Higher and Technical Education Department
Government of Gujarat

INAUGURATION OF GUJARAT INDUSTRIAL HACKATHON-2018
and
PRIZE DISTRIBUTION

FOR SUMMER INNOVATION CHALLENGE-2018 WINNERS

and
STUDENT STARTUP AWARDS-2018

Date: 10:00 AM

Venue:

University Co

Centre, A

SIP



Nurturing women startups with

#WE*start*

